

D 12-134

# TIRES

THE TRADE PAPER OF THE TIRE INDUSTRY

SEPTEMBER, 1932

## General Has Plenty to Say about today's "cheap tire bargains"

**I**NSIDE, on page 33, we show you one of the series of powerful General Tire advertisements that have started car owners *thinking* about the *final price* they pay for today's "tire bargains".

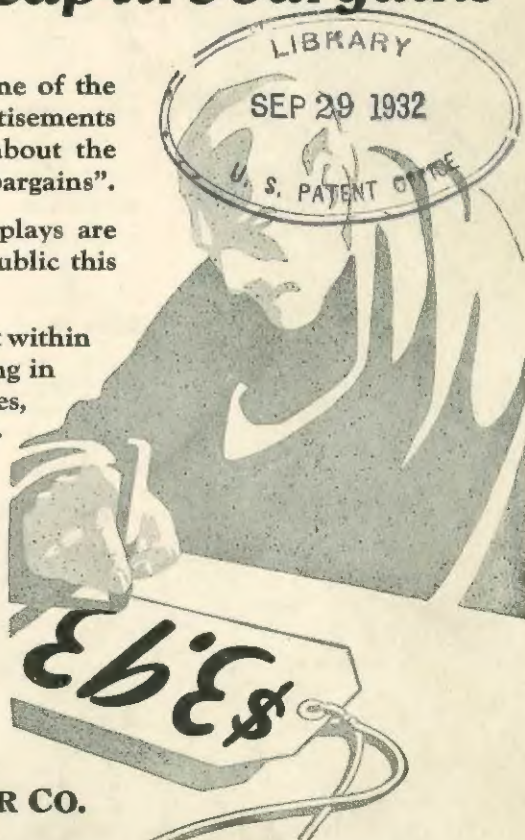
Newspapers, magazines and dealer displays are being used on a huge scale to give the public this sound message.

It has caused far more favorable comment within and outside the tire industry than anything in many years. Industrial leaders in other lines, bankers, editors and others have commended this crusade against "price" selling.

General Tire sales continue to increase. Six month's sales are well ahead of the same period last year. And remember—every General Tire is sold by a General Distributor at a profit.

General Distributors *know* the kind of sales and profits they can expect in the next 12 months.

**THE GENERAL TIRE & RUBBER CO.**  
Akron, Ohio



**M**ILLER has today the same guarantee on Geared-to-the-Road Tires that it adopted in 1928. There has been no change in wording — no change in meaning — no change in Miller's readiness to make good.

It is this guarantee that gives the Miller distributor a sweeping answer to competitive product claims. It is the best assurance a manufacturer ever gave his distributors that product superiority, once established, would be maintained. And it is only one of the selling helps Miller places in the hands of its distributors.

Miller gives the large, well-established, independent tire merchant a living profit margin that is made possible only by the economies of the Miller selling plan. The facts are worth knowing. Write or wire the Miller Rubber Products Co., (Inc.) Akron, Ohio, or Los Angeles, Calif.

**MILLER**

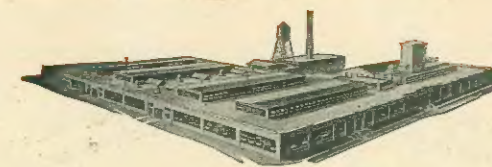
TIRES



TUBES

AUTOMOTIVE NECESSITIES

## Our Plant Tells The Story



**H**ERE is our gigantic factory—100,000 square feet of floor space devoted *exclusively* to the manufacture of tubes. It is equipped with the most modern machinery for speedy economical production of tubes. Here, specialists in making tubes can turn out 30,000 units per day—every one perfect, full weight, full strength, full gauge. (Car-Mo-Jon Tubes have a tensile strength of more than 3,400 pounds.)

**T**HE largest tube buyers in the world purchase tubes from Carlisle . . . on the basis of quality and price. No order is too large for us—no order too small

*Write or Wire for  
Samples and Prices*

## CAR-MO-JON TUBES

**CARLISLE TIRE AND RUBBER CO., Carlisle, Pa.**

*General Sales Department*

**CARLISLE TIRE & RUBBER CO. of ILLINOIS**

1464 S. Michigan Ave., Chicago, Ill.

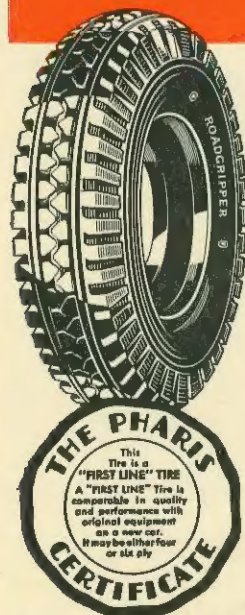
# No Miracle

"... never before have we handled a tire that sold so easily as the Pharis tire."  
McGregor's Tire Shop, Cambridge, Ohio

"Pharis made us speak in terms of carloads rather than single tires."  
J. & R. Motor Supply Co., Chicago, Illinois

"The tires have given good service and our stock turnover is twice as fast as any other tire we have sold during the past twenty years."  
The Newton-Furber Co., New Lexington, Ohio

"I have been doing fine and the future looks brighter yet."  
B. Lewis Garshman, Wadsworth, Ohio



It may seem like a miracle that our factory is running steadily 24 hours a day, 7 days a week to keep up with the demand. It may seem miraculous that hundreds of Pharis dealers are finding our proposition so profitable that they write us the kind of letters from which we quote above.

But our success and our dealers' success is no miracle. It is based on the fact that our adherence for 20 years to sound principles of business finance and management has stood us in good stead in these depression years. You will admit it must take sound policies to keep a factory going profitably right through these tough years. We believe you will find us the kind of organization you want to do business with.

All we ask is the opportunity to show you that we can put you in a position to make more money during the next few months than you have made for a year past in the tire business. Write for details.

THE PHARIS TIRE AND RUBBER COMPANY, NEWARK, OHIO.

# Pharis

**FIRST LINE**  
**TIRES**

TIRES for

# TIRES

THE TRADE PAPER OF THE TIRE INDUSTRY

Incorporating "TIRE TOPICS"

Vol. XIV

SEPTEMBER, 1932

No. 2

## IN THIS ISSUE

	Page
A Welcomed Price Raise.....	15
Truth Needed if Independent Is to Survive.....	16
Editor's Views.....	18
He Spread and Won.....	20
Success Depends Upon Modern Methods.....	24
Advertising Novelties Pull Business.....	28
For the Man in the Shop.....	30
News of the Industry.....	32
Industry Increases Prices.....	32
Trade Personals.....	44

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SEPTEMBER, 1932

420 LEXINGTON AVENUE,  
NEW YORK

Chicago Office:  
333 N. MICHIGAN AVENUE

## CONSTRUCTIVE

Unless it is constructive and helpful to the dealer and the manufacturer a trade magazine article is worthless. There are times when criticism is in order and can accomplish considerable good, if it is constructive in character.

It has always been the policy of TIRES to have the dealers' interest foremost in mind. If publication of any article will be of assistance to the retailer the article finds space in TIRES.

This holds true in connection with any phase of developments in the tire industry. We want primarily to present the dealers' "slant."

The series of articles in this issue and to follow, we hope, will provide constructive information for the dealer on how modern competition in the tire business is successfully being met.

Telephone: MOhawk 4-1760  
Cable Address: Elbill, New York

President, Raymond Bill; Vice-President, J. B. Spillane; Vice-President, Randolph Brown; Secretary-Treasurer, Edward Lyman Bill; Comptroller, T. J. Kelly; Assistant Secretary, E. A. Hembdt; Assistant Treasurer, Wm. A. Low.

# Why sell

## SECOND-

—when the



**T**HE easiest tire to sell is the tire that the most people want to buy.

That tire is Goodyear!

Don't take our word for it. Take the public's. The public which buys and uses tires—*all kinds*—has voted Goodyear Tires first-choice by a margin of better than 2 to 1.

This year, as for the sixteen

**TUNE IN:** Goodyear invites you to hear the Revelers Quartet, Goodyear Concert-Dance Orchestra and a feature guest artist every Wednesday night, over N. B. C. Red Network, WEAF and Associated Stations

THE GREATEST NAME

# GOOD

MORE PEOPLE RIDE ON GOODYEAR

TIRES for

# any

## CHOICE TIRE

Public Prefers **Goodyears** 2 to 1!

preceding years, more people are buying Goodyear Tires than any other kind—**MILLIONS MORE!**

Goodyear dealers, the country over, are selling more tires than any other group of tire dealers—**MILLIONS MORE!**

What better argument could you ask for selling Goodyear

Tires than that? Regardless of the price your customers want to pay, there is a Goodyear Tire which you can sell at that price.

In view of the facts, don't you think it well worth while to give serious consideration to this one question: "Why sell any *second-choice* tire when **FIRST-CHOICE** costs no more?"

IN RUBBER

# YEAR

TIRES THAN ON ANY OTHER KIND

SEPTEMBER, 1932

# MAKING MONEY IN 1932

## WHAT TO SELL

FOR those of your customers who own cars in good condition and want to keep them so—sell Eveready Prestone.

For those who drive long distances; who drive fast and hard; who want a product they can install and forget—sell Eveready Prestone.

For those hard-headed customers who must see a dollar-and-a-quarter in value for every dollar they spend; who know that true economy is figured in cost-per-season, not cost-per-gallon—sell Eveready Prestone.

For all of your customers who want care-free, trouble-free winter driving—sell *Eveready Prestone!*

## HOW TO SELL

KNOW THE FACTS. . . . There are no costly CBs (come-backs), when you service the cooling-system of your good customers' cars with EVEREADY PRESTONE . . . because:

### EVEREADY PRESTONE

Does not boil away.

Does not attack car finish.

Harmless to cooling-system.

Concentrated—undiluted.

Half as much required as radiator glycerine containing approximately 40% water.

Free-flowing at low temperatures.

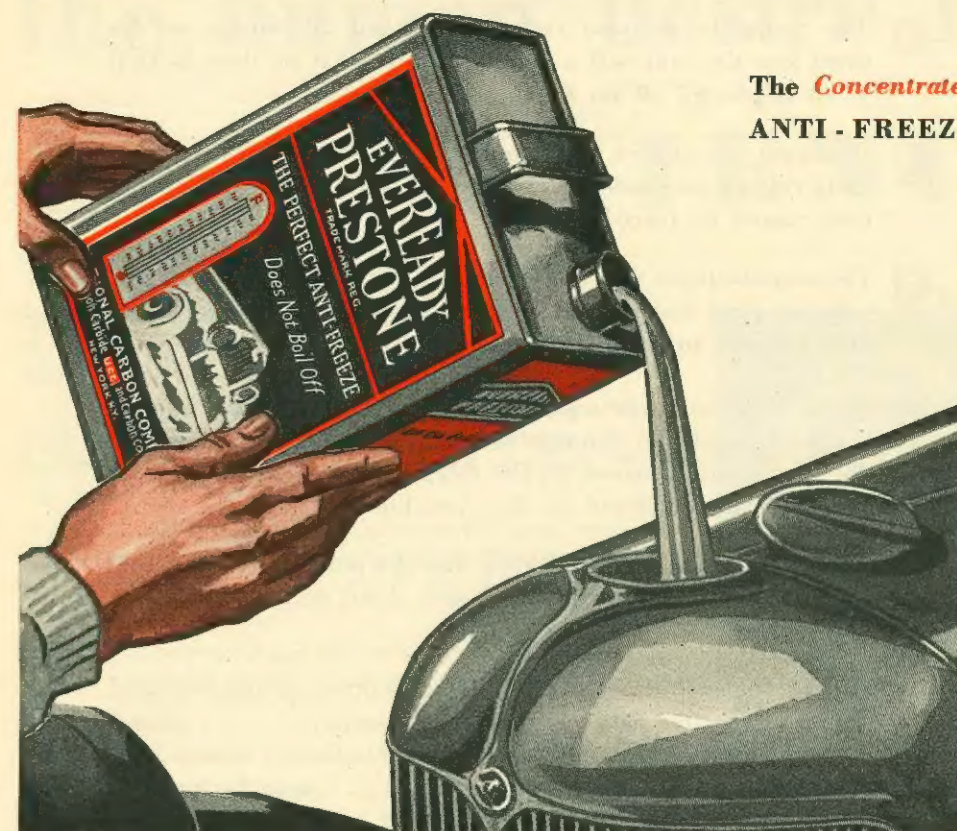
Has less tendency to leak than water.

Always comes the same strength—more than 95% anti-freeze.

Prevents formation of rust and scale in the cooling-system.

Contains no alcohol or glycerine.

# ... WITH ANTI-FREEZE



The *Concentrated*  
ANTI-FREEZE

*Be sure your customers know the facts . . .*

Eveready Prestone provides more permanent protection per gallon and less is required per car than with any other anti-freeze.

*And that is not all . . .* Eveready Prestone protects the automobile cooling-system against Corrosion and Rust as well as *against freezing.*

NATIONAL CARBON COMPANY, INC. General Offices: New York, N. Y.

Unit of Union Carbide  and Carbon Corporation

## EVEREADY PRESTONE

... YOU CAN BECAUSE IT'S PERMANENT

SEPTEMBER, 1932

BEGIN SELLING EVEREADY PRESTONE EARLY

# What a Pal!

- Q The manufacturer who centers his retail advertising on his third line tire *may* sell a few more, but what he does to your profit is plenty! What a pal!
- Q Passenger car owners use four tires and a spare. They renew their rubber *only* when they need it. Beyond this the sale of tires cannot be forced.
- Q The manufacturer who tries to get this business with third line (cheap) tires destroys the dealer's legitimate profit on better grade, higher priced tires. What a pal!
- Q Can a dealer sell a *first* grade tire to a customer whose interest has been developed through *third* line prices? No! Because the advertising promises on the third line are practically identical with those offered on the first line.
- Q When will manufacturers realize that the public already knows that price cannot forever be pressed down without squeezing out quality?
- Q LEE of Conshohocken meets the competition of the standard second grade tires with *price plus first quality* . . . meets the competition of the chain stores and mail order houses with *first quality* at competitive prices . . . manufactures no special brand tires . . . has had 49 years experience in quality rubber production (tires since 1910) . . . has representation from coast to coast and a reputation for good tires, fair dealing and financial responsibility.



... If you want a pal ... a real one ...

**WRITE US TODAY**

## LEE of Conshohocken Tires

GENERAL OFFICES: CONSHOHOCKEN, PA. U. S. A. FACTORIES: CONSHOHOCKEN, PA. and YOUNGSTOWN, OHIO

# There is no let-up in the human desire for CONVENIENCE

Not until he can groom and operate his car by merely twiddling his thumbs, will the average motorist stop buying accessories that save time, effort or inconvenience.

Introduce him to a set of Schrader Dublichek Valve Caps. Show him the twenty operations they save in inflating a set of five tires—and instantly his desire goes out of control. The sale is easy!

The Schrader Dublichek does away with the usual valve cap and dust cap. Besides making inflation, deflation and air-gauging a tire a matter of seconds instead of minutes, it represents:

- A permanent cap that can't be lost.
- Guaranteed air-tightness up to 250 lbs. if affixed according to directions.
- An effective guard against dirt, dust and grit.
- A double check against loss of air.

And the name "Schrader" guarantees its quality! A. Schrader's Son, Inc.—Brooklyn, Toronto, London.

### SCHRADER No. 7006 DUBLICHEK VALVE CAP

No dust and valve caps to unscrew and replace. Four operations saved on each tire. INFLATE AND TEST PRESSURE THROUGH VALVE CAP.

## Schrader

Reg. U. S. Pat. Off.

Makers of Pneumatic Valves Since 1844

TIRE VALVES

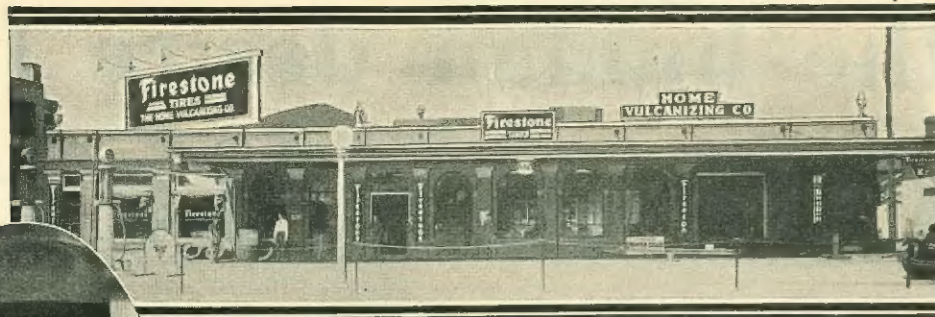
TIRE GAUGES

**Be sure it's a Schrader—Look for the name**

SEPTEMBER, 1932



# FIRESTONE FRANCHISE



W. D. MICKLETHWAIT  
President of  
Home Vulcanizing Co.

## Customers Refuse to Pay 25% More » Home Vulcanizing Co. JOINS with FIRESTONE

READ Mr. Mickelthwait's letter. See why he chose Firestone. Mr. Mickelthwait was confronted by the same problem confronting thousands of other tire dealers today, who have been placed in an extremely disadvantageous position because their manufacturer makes special brand mail order tires of comparable quality to their own and which sell to the consumer at 25 to 40% less.

Mr. Mickelthwait solved his problem. He found Firestone the only major company that never has and never will build tires for special brand distribu-

tors. He found the complete line of Firestone Gum-Dipped Tires, Tubes, Batteries, Brake Lining, Spark Plugs, Rims and Accessories gave him the distinct advantage of selling a line with patented construction features not found in any other line and opened the door to greatly increased business and profits.

*Don't wait. Join with Firestone today.* A card addressed to Firestone Tire & Rubber Company, Akron, Ohio, or Los Angeles, California, will bring you complete information on the Firestone Franchise. Mail it today.

# Firestone

TIRES • TUBES • BATTERIES • BRAKE LINING

Copyright, 1932, Firestone Tire & Rubber Co.

# Improves Dealers' Position— Increases Sales and Profits

## THE HOME VULCANIZING COMPANY

837-41 SIXTH STREET

**Firestone TIRES**  
Tubes, Accessories

PHONE 500

**VULCANIZING**  
That Pays

PORTSMOUTH, OHIO

JULY 19  
1932

Firestone Tire & Rubber Company,  
Cincinnati, Ohio.

Gentlemen:

We discovered almost six months ago that it would be necessary for us to make a change in the line of tires we were selling. Our suppliers activity in the mail order and special brand field was placing us in a very disadvantageous position. Our accounts continually told us that they could buy tires manufactured by this company at savings approximating twenty-five percent. Naturally we started to investigate what the other major companies had to offer.

Firestone's policy of concentrating all their efforts behind the independent tire dealer held our interest.

A complete investigation of their program convinced us that the only advantages left for the independent tire dealer, were to, not only maintain his present position as a service giving dealer, but to improve it with the additional products necessary for complete one-stop service. Since taking on the Firestone line our sales have steadily mounted. We have found consumer acceptance much greater, quality better, cooperation surprisingly better and policies cleaner. We only wish we had made the change sooner. Our advice to any dealer whose supplier makes special brand mail order tires is -- don't hesitate to join with Firestone at once -- and it will prove the happiest move in the history of your business.

We are confident that with the Firestone complete line we will be able to still further improve our present position here in Portsmouth and satisfy the needs of the car owners, who believe in two fundamental principles -- value and service.

Yours truly,

THE HOME VULCANIZING COMPANY

By W. D. Mickelthwait  
President

SPARK PLUGS • RIMS • ACCESSORIES

# The Public is Through Being A Sucker!

**A** REAL DISTRUST of camouflaged brands and second qualities has grown up in the motoring public.

Your customer may not understand all the ins and outs of tricky, misleading tire advertising, but he smells a rat—and that rat is *cheap-ened goods*.

The American buyer *realizes* today that poor quality is no economy. For the past couple of years he has been deluged with fake "bargains" that turn out to be extravagances. He's **THROUGH BEING A SUCKER!**

He *wants* to buy first quality if you'll just show him that his money is being spent to the *best* advantage. With Norwalk Tires, you *can!* No other first-line tire, sold by ANYBODY, is a better buy. No other first-line tire at anywhere near the same price offers Norwalk *service*. These are **FACTS**—and these facts **SELL**.

Sell tires this way, and you get **FOUR** advantages:

1. You sell a *good* tire—one you can be proud of—one you can *build a business* on.
2. You make a good profit—gyps and mail order houses can't get Norwalk Tires under *any* name. Norwalk doesn't *make* any other than first-line tires.
3. You contribute to the *general* welfare of the independent dealer—and his future is *your future*.
4. You are building a new American prosperity, based on **QUALITY STANDARDS** instead of ruinous prices.

J. W. WHITEHEAD, *President,*  
NORWALK TIRE & RUBBER CO.,  
Norwalk, Conn.

# TIRES

THE TRADE PAPER OF THE TIRE INDUSTRY

Vol. XIV.

New York, September, 1932

No. 2

## A Welcomed Price Raise

**I**NCREASE in tire prices made effective September 12 was of considerable significance to the tire industry. Not only did this action upon the part of manufacturers place the industry in a sensible price position but it indicated that harmonious relations were re-established between various important factors in the tire business.

The higher level of prices was warranted by economic conditions on September 12 just as they were on June 21. The unfortunate situation that developed between the mail order houses and certain factors in the tire manufacturing field proved costly to dealers and manufacturers alike. It deprived them, at least a large number of them, of getting a justified greater return for their tires during the busiest replacement sales period of the year.

**P**ARTIES to both sides of the controversy expressed satisfaction that the action they took in June was justified. Whether it was or not means little at this time.

It is important now that the situation that brought about the September 12 advancement should not in any way be changed. What the industry has needed for some time past is a better understanding between its various factors. Now that the first definite step in this direction has been taken it would be unfortunate if new complications developed.

With tire prices—even with the latest increase considered—at record low levels and the cost of raw materials tending rapidly upward, there is logical reason to expect still further advancements in the prices quoted tire consumers.

We hope that those who control the situation will not hesitate to place tire prices where they properly belong. Another quick increase would do no harm and might do considerable good for the industry as a whole.

*Jerry Shaw*  
Editor.

# Truth Needed If Independent

THESE are difficult times for any retailer. No matter whether he sells tires or pots and pans he is confronted by a multitude of problems.

These are times when it calls for straight thinking.

Our entire business and social structure, the tire business included, is in a period of transition. No one can say very definitely where we are going. But certainly we have proceeded far enough since 1929 to recognize that inexorable economic forces are in motion. Business methods are changing rapidly. The business man who survives, be he tire dealer or something else, will do so by being able and willing to see clearly; by keeping abreast of the business trends and by intensive application to his work. Damning present conditions won't get him a thing.

Specifically, the tire dealer has seen the following changes take place in the last decade:

In 1921 this nation produced approximately 27,293,000 pneumatic tires.

In 1931 production was 48,000,000.

In 1921 tire manufacturers guaranteed 5,000 miles from their tires.

Today 15,000 miles is less than average return from a tire.

In 1921 there were approximately 150 manufacturers of tires.

Today the number of tire and tube manufacturers has been reduced to 40.

What had happened? Simply this:

THE surviving manufacturers were abreast of the times, in step with the march of economic change. On the other hand, the multitude of manufacturers who dropped by the wayside failed to keep abreast even though the market for tires was increasing by leaps and bounds.

Hark back to 1921 again. Mail-order distribution of tires accounted for only a tiny portion of the total. The company-owned store had not yet made its appearance. The independent tire dealer had little or no outside competition.

While no absolutely accurate figure can be obtained, the best sources show that in 1931 mail-order and oil station tire sales accounted for approximately 18 per cent of the total. Company-owned stores are doing about 12 per cent of the total.

COULD anyone in the tire industry in 1921 foresee that this change was to occur in the following 10 years? Obviously, not.

Did this increase in the total percentage of chain distribution come about simply because the chain operator got in? Not at all! There were many minor reasons. But towering above them all was the plain fact that this type of distribution conformed to a definite, economic need. The public gets what it wants! A study of other fields of merchandising proves this.

THIS is the second of a series of articles TIRES is presenting against what we believe to be "India Rubber and Tire Review's" hysterical and illogical campaign against Sears, Roebuck & Co. and the Goodyear Tire and Rubber Co.

TIRES decided to get into this fight when it concluded that "India Rubber and Tire Review," although presenting itself as the savior of the independent dealer, was actually tending to demoralize such dealers.

TIRES is firmly convinced that economic suicide will be the result for the dealers who permit themselves to be misled by the "India Rubber and Tire Review" campaign, into thinking that elimination of mail order competition is the only solution. In handling this subject TIRES is determined to go in without kid gloves, let the chips fall where they may, analyze the situation, and offer constructive criticism.

Editor.

## Tire Dealer Is to Survive

The tire dealer who failed to survive finds this a hard fact to assimilate. It is not a comforting thought. But we repeat, a cock-eyed vision and an aversion for truth will not save the independent tire dealer. TIRES speaks boldly to the end that the independent dealer may understand the facts and chart his course accordingly.

*India Rubber & Tire Review*, apparently, would have the independent dealer take a huge swig of its own quack medicine, subscribe for that publication and then relax in pleasant anticipation of volume increases that are to follow.

TIRES cries out against such bunk!

In our previous article we pointed out that three of the Big Four make tires for mail and chain outlets.

The fourth of the Big Four, Firestone,

attempted and failed to get some of this business, in 1930, and, failing, has set up a great hue and cry against the evils of mail-order and chain competition.

OUR point here is not to criticize Firestone. We merely seek to impress the fact that practically all tire companies, in their natural push for volume, compete with each other for mail-order, chain store, department store and special brand business. This leads inevitably to the conclusion that if one tire company doesn't make tires for mail-order houses or chain stores, another will. It leads inevitably to the conclusion that this type of competition is here to stay.

(Continued on page 23)

# EDITOR'S

## O. K. INDIA

**V**IEWED from any angle, the action of the India Tire & Rubber Co. in placing its tire prices on a higher level prior to the general movement in the industry toward that direction is commendable. It deserves the applause of the tire dealer fraternity as a whole.

While the rest of the industry hesitated, worried and went along on its fretful way absorbing the excise tax it remained for this comparatively small tire manufacturing organization to display courage and break the shackles of precedent.

It advanced its prices without having the comforting assurance of the support of other manufacturers in the movement.

**T**HE India company has always been better known in the industry for the quality of its tires than it has been for the quantity of its products placed on the market.

It has never been a leader in a price movement.

It is almost a ritual of the industry that price advances or declines must be initiated by at least one of "the big fellows."

But India established a precedent and at the same time broke one.

**W**E do not hold that the action of India had any influence on

the industry as a whole. It did, however, indicate that there is one factor in the business independent enough to apply its own remedy to a serious situation.

Every tire manufacturing company was having its resources depleted by absorbing the excise tax when India decided that it must operate at a profit. The amounts passed on to the government in the form of taxes were representative sums, even for small manufacturers.

W. G. Klauss, president of India, has demonstrated on several occasions that a small tire company can be a big factor in the industry. His handling of the price situation was another evidence of his business sagacity.

One big vote for India!

## LET'S STRESS QUALITY

**D**URING the past few years so much stress has been placed upon price in the tire industry—and in other industries as well—that considerable resistance will have to be overcome before quality can again be most effectively impressed in the minds of consumers.

Undoubtedly the use of price appeal sans any reference to quality has resulted in a falling off of the sales of the higher priced and better quality products of some tire companies.

TIRES for

# COMMENTS

**A**TENTION has been so centered upon the movement of tires and tubes at prices competitive with those quoted by mail order and chain stores that the higher-priced lines have been almost entirely neglected.

We know, of course, of some concerns where this has not been the case, but they are in the minority when the tire industry as a whole is considered.

**T**HE General Tire & Rubber Co. is to be complimented for the steps it has taken to turn tire buyers' attention from low price and cheap merchandise to tires of higher quality and necessarily higher prices.

General bases its appeal to the quality tire buyer on the safety that is assured in a tire selling at a price representative of its quality.

It holds that tires built for 25 miles an hour speed cannot, with safety, be driven at 40, 45 or 60 miles an hour.

**E**VEN if safety were not a factor it would be good merchandising for the industry to pay more serious attention to quality as a sales appeal.

The featuring of "bargains" has proven poor policy in other industries and it is a common occurrence these days for merchants to band together determined to eliminate price and "special sale" as the prime factors in their sales activities.

If other manufacturers and dealers were to adopt the policy followed by General there surely would be no falling off in sales and the profit per unit of sales would be materially advanced.

The tire industry has been so price-conscious in recent years that it apparently has lost its ability to sell quality.

Let's get back to quality and greater profits!

*Jerry Shaw*

## We Keep Our Pledge to the Independent Dealers

A month ago we stated that we were going to open the gates wide to present conditions in the tire industry and the factors that lead to them.

We stated also that we would offer constructive help to the dealer in meeting the merchandising problems now confronting him.

We are adhering to this promise.

On the following pages we publish articles which describe the methods of tire dealers who have been successful in spite of mail order, chain store, company-owned stations and gas station competition.

Let the experiences of these dealers be a guide for you.

## These Dealers Successfully



# He Spread and Won

WITHIN the past 15 months Ken Taylor has proved to himself, as well as to many doubting friends, that it pays to step out boldly when changing from a limited to an all-inclusive one-stop class of automotive service.

Judging from his experience at his new station in East Orange, N. J., it would seem that almost any station with from 500 to 800 regular customers could do the same thing and do the job as handsomely.

For a number of years Taylor conducted a tire, gas, oil and greasing station where he established a reputation for first-class

service on the lines he was carrying, and also for the manner in which he handled as a matter of courtesy the repairing of cars entrusted to him by his regular customers.

All of this repair work was of little profit because it was handed out to local shops equipped for this kind of service, but the good will established because of his willingness to take charge or supervise the work was unlimited.

Eventually, the growth in demand from his customers for this class of work brought to a head the desire to capitalize on it 100%.

It then became a matter of determining

A mail order store is the strongest competition encountered by Ken Taylor at his station in East Orange, N. J., although there are two tire manufacturers-owned stores, three chain stores and three gas station-tire shops in his trading area. Taylor says that price and advertising are the only factors responsible for his competition making progress and holds as nil the influence of location, service and personal contact. In his own business service is ranked first as a sales stimulant, personal contact is second and price is third.

## Meet Modern Competition

whether his own premises were suitable or whether new quarters would have to be established. The latter step was decided on.

And so with 800 regular customers as the foundation for starting out on the big-time "one-stop" station venture, Taylor opened up in one of East Orange's most up-to-date service structures.

His new location from a traffic standpoint does not represent the ideal, but, as Taylor explains it, he is not counting so much on transient trade as on swelling his list of regular satisfied customers, owners that would come to him regardless of location.

Today, Taylor boasts of 1,200 regular customers who bring their cars in for any one or all of the many services now rendered. True enough, not all of these drivers are 100 per cent purchasers of all the shop facilities offered, but Taylor believes that in time they will be.

This modern station increased Ken Taylor's customers 50 per cent

THIS belief is based not so much on the high class of work given as on the silent salesmanship rendered by the modern shop and testing equipment on hand.

That this theory is sound is manifested in Taylor's latest comparison of his present business per full-service customer per year with that at his old station. With his limited service and meagre equipment at the old station, his income per customer per year amounted to only \$23. Today his average is \$225. Taylor believes that with improved business conditions his customers will spend considerably more.

Every department established by Taylor is thoroughly and modernly equipped. The \$15,000 invested in this equipment is justified by its potential earnings alone. In addition, it has been instrumental in making the customers conscious of the fact that quality work can be done only with quality tools and that such a service justifies profitable rates.

There are seven outstanding departments



SEPTEMBER, 1932

## They Beat Modern Competition

in which most of the work is conducted. These are washing, lubrication and greas-

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
NAME _____															ADDRESS _____																			
MAKE OF CAR _____										LICENSE NO _____																								
DATE	SPD.	READ.	CHAS	CL M	WHL	TRNS	DIFF	OIL	MISCELLANEOUS _____																									
1/12	85	64	✓	✓	✓	1	6	1	10	5	7	Ady Truckee 3659																						

A shop record card on which is kept a check on the service rendered every car receiving Ken Taylor service

ing, electrical, valve and carbon work, wheel and axle alignment and headlight focusing, brake and drum truing and tire servicing.

EACH of these departments is equipped as well for all of the related work, such as Simonizing, body polishing, chassis and body tightening, starter, generator and ignition service, engine tuning, replacement of broken springs, spark plug testing, shock absorber replacements and adjustments, battery charging, etc.

At the washstand, separated from the adjoining lubrication department by a concrete wall 5 feet high, equipment consists of a U. S. power-washer, G. E. vacuum cleaner for upholstery and inside cleaning, an electric heat blower for quick drying, and a four-wheel jack used for raising the cars when the engine pans and front axles are to be washed. On hand also are supplies of soap, tar removers, body and nickel polishes, etc.

The electrical department includes for the battery charging and electrical unit repairs such equipment as an Allen charger, a two-deck rack, a test stand with growler, under-cutter, and an Oxweld acetylene welding outfit. This department is located at the rear of the building in a special room under the mezzanine floor containing the tire storage section and office.

THE oil-changing and greasing department next to the washstand is equipped with two Angeles 3-ton piston lifts that are snug with the floor when not raised. Other equipment includes an Aro pressure greasing outfit and a Kant-Rust pressure spring sprayer fed from an overhead reservoir.

In the tire department will be found a Spohrer air compressor, Weaver changer and tire inspecting machines, Service Equipment air line and nozzle and another two-

[illegible]

Customers and prospects are listed on "tickler" cards for follow-up attention

piston hydraulic Angeles hoist depressed  
in the floor.

In the brake and drum retreating department are to be found a Cowdrey brake tester, a Tru-Drum cutter and a Chicago rivet and punch outfit. This station is the official one for the installation of Ferodo brake lining. The brake tester has been responsible for considerable new tire sales as it gives an excellent opportunity for inspections and a good selling effort based on the relation of worn tire treads and braking performance.

Other equipment in this station includes a complete Bear wheel alignment outfit, a Black & Decker grinder and polisher, a Weaver headlight tester, a Sioux grinder and valve-truing machine, an Oil-Jack spark plug cleaner and an Allen plug tester, and wall-mounted heaters of the blower type working under a steam pressure of 150 lbs.

(Continued on page 31)

## Truth Needed if Independent Dealer Is to Survive

(Continued from page 17)

YOUR point is to tear through the *India Rubber & Tire Review's* sham attempt to persuade independent tire dealers that one tire manufacturer and one mail-order house are the root of present-day troubles.

Perhaps Firestone's failure to land one of these big contracts may have influenced that concern to launch a huge program of building and operating its own stores. There are now around 450 such stores owned and operated by Firestone. Certainly they have not been a boon to the independent dealer. Certainly the independent dealer in, say, Miami, Fla. (where Firestone has a monumental one-stop super service store), cannot find much time on hand to worry about mail-order competition. He has his hands entirely full in keeping up with the hot pace established by Firestone's own retail outlets.

And this is typical of the plight of the independent dealer where other Firestone-owned stores are operated. The same is true in the case of Goodyear with over 250 stores and Goodrich within the neighborhood of 175 stores.

WE do not present these facts or theories in criticism. Each big tire company must be keenly responsive to nature's first law of self-preservation. In the rough and tumble of modern competition each big tire company is going the limit to sell tires. It is human and natural.

We may expect more and more of these factory-owned and operated stores will make their appearance as time goes on. But here again is a situation that cannot be solved for the independent dealer through the administration of quack nostrums. Here again is a place where the independent dealer must look facts straight in the face

and govern his business conduct accordingly.

This tire industry of ours is intensely competitive. It has one impelling motive—to make and sell more and more tires. If tire manufacturers in their natural selfishness cannot find a satisfactory outlet for their tires through one channel, they will indubitably find it through another.

It is reasonably safe to assume that no tire manufacturer is going to build his own store where his independent dealers are giving adequate service which also means adequate volume. On the other hand it is not likely that one big manufacturer is going passively to permit another big manufacturer to outsell him in a given locality.

The nub of it all and the fact we want most to impress upon independent dealers is that first the independent must recognize the facts and second he must make his business measure up to modern standards of aggressiveness, service, quality and fairness.

Let him require of himself and his subordinates the same high degree of efficiency that is required of employees of company-owned stores or chain stores. Let him take full advantage of one great factor in his exclusive favor—his knowledge of his own community and the personal touch he can give which the long-distance directed competitor cannot give.

**A**BOVE all, let him avoid self-delusion and self-pity. Let him get in there and fight. If he produces for himself it is safe to assume that the tire manufacturer, keenly realizing where his bread is buttered, will back him up.

One more point. The interminable, bitter mud-slinging that has marked the program of the *India Rubber & Tire Review* will not bring improvement. Meantime the fellow in the middle, the independent dealer, is suffering most.

To TIRES it seems self-apparent that all tire interests would prefer higher prices.

(Continued on page 31)

## These Dealers Successfully

# Success Depends Upon Modern Methods

Many Slow-Moving Dealers Are Still Operating on a Bicycle-Built-for-Two Day Basis and Never Progress

By  
S. SOLODAR  
Proprietor, Superior Tire Service Co., Morristown, N. J.

THE sales of many tire dealers are traveling in low because they are geared to bicycle-built-for-two selling methods. The secret of success with tires these days is quick turnover on a substantial stock. It is the only way the dealer can build sufficient volume to make up for the difference in his margins between the old days and today.

Satisfactory tire profits cannot be made by passively accepting whatever business the "walk-ins" care to offer or by carrying such inadequate stocks that customer demands are seldom satisfied. Taking orders from the sample stocks may have gotten by when the two-lung autocar was the last word in automotive "ingenuity," but in these sixteen-cylinder times it is a case of aggressive salesmanship with sufficient merchandise on hand to insure a minimum of "walk-outs."

IN the final analysis, it is all in the state of mind. The fellow who thinks big things will usually accomplish big things and the tire dealer who thinks in terms of big unit sales per customer will usually

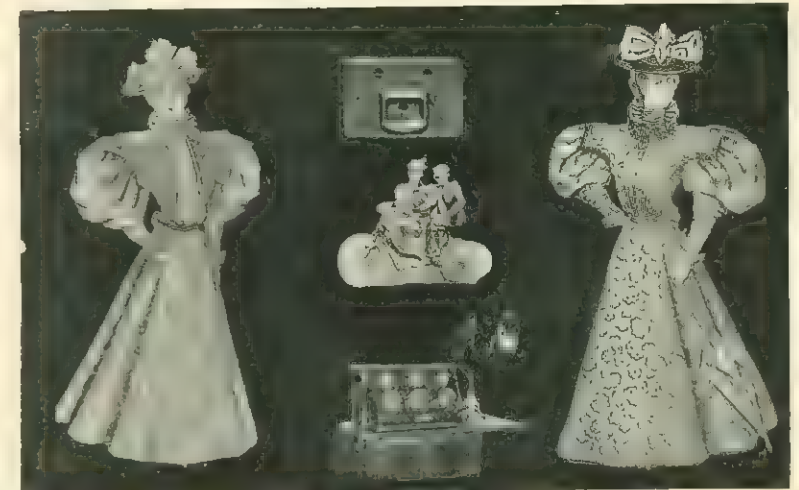
find that his gross sales volume over the year is high enough to produce satisfactory net profits even though the present spread between cost and selling price is not as wide as it was in "the good old days."

We are keeping out of the red these days by playing for big stakes whenever we contact a tire prospect. We try to sell each motorist a full outfit right from the start unless we find that he has one or more brand new tires on his car. If we

One mail order store, two company-owned stores, one chain store, and ten chain gas stations selling tires operate in the trading area covered by S. Solodar and the Superior Tire Service Co. at Morristown, N. J., but Solodar contends that they do not materially affect his tire sales volume. The keenest competition comes from the mail order store. Solodar does not rate price as the most important factor of his competitors, but ranks it third, with personal contact as the leader and service second in importance. In his own business Solodar finds price even less important than advertising, with personal contact being classed as his leading sales builder.

## Meet Modern Competition

These are the styles that a number of tire dealers believe are still in vogue. Their business methods are as modern as the dresses



cannot land a full set, we try to sell three, then two and finally compromise with one tire, but in all instances we talk tires and tubes.

Pull the tube out of the average worn tire and it is seldom in good condition. However, the average car owner will try to get by with the old tube if the dealer forgets that he is a salesman and plays the role of order-taker. It is surprising how a dealer can build tire sales volume by talking complete outfits and tire and tubes instead of just one tire at a time.

WHEN we contact a tire prospect we size up his car and talk big from the start. He may be in the market for only one tire, but we have a better chance of selling him that one tire if we start at top and work downward. When we begin by talking a complete outfit, the purchase of one tire looks like such a small matter to the prospect that we meet little sales resistance when we finally come down to the lone unit.

We have gotten so accustomed to talking in terms of complete outfits that these sales suggestions come easy and natural. Prospects accept them as such and we succeed

in closing a much greater number of complete outfit sales than we did formerly when we talked about one tire at a time.

Some of our regular customers have absorbed the complete outfit idea from us because often a familiar face will drive up and ask for a quotation on a complete outfit, making an allowance for whatever mileage is still on the rims.

IN SO FAR as price is concerned, we fear no one. We can compete with the mail-order stores, factory outlets and oil companies, and for that matter so can every independent tire dealer. The tire manufacturers are making it possible for the independent to give at least just as good values as competitors, so the price bugaboo is now out of the picture.

I think that the mental attitude of the dealer is the main thing that stands in his way when it comes to selling tires in sufficient volume to make satisfactory net profits. If he feels "down in the mouth" and is waiting for the old days to return he will never make the grade, but if he speeds up turnover to offset his reduced margins he will roll over the top.

(Continued on page 29)

THE PITTSBURGH TESTING  
LABORATORY REPORT

*plus*

# TEMPERED RUBBER



## IS THE STRONGEST SALES STORY A TIRE DEALER EVER HAD

Never have dealers reported such public interest and sales action as they are getting now with U. S. Tires. There are two reasons for it—

1. Tempered Rubber has gone over with a smash... "Dozens of customers come in and ask to see the new Tempered Rubber tire," says one dealer. Another writes, "We estimate that 50 tires in the last two or three weeks have been sold as a result of Tempered Rubber advertising." A third comments, "Customers want to be positive the tire has Tempered Rubber in it before they buy." It's like that all over the country!
2. The Pittsburgh Testing Laboratory Test (an impartial nation-wide study of tire wear) is convincing prospects everywhere. Typical dealer reports... "The most positive sales argument ever put in our hands."... "Especially good to close sales."... "We trace the sales of 4 sets of tires to Pittsburgh Test advertising and dealer helps."

These two points together are selling tires better than a price argument. They offer the prospect something new and better, and then prove that it gives him greater value for his money.

Ride on the flood tide of U. S. Tire sales. Get the whole story of Tempered Rubber and the Pittsburgh Test

**United States Rubber Company**  
WORLD'S LARGEST  PRODUCER OF RUBBER

# U.S. TIRES

## These Dealers Successfully



## Advertising Novelties Pull Business

THERE is a new and growing appreciation of the use of advertising novelties by progressive tire dealers and service stations, who have found them good contacting mediums which widen the circle of business acquaintance and actually bring in business.

"Advertising novelties help to keep your name constantly before the buying public, both individually and collectively," says David R. Lehman, veteran tire dealer and operator of Lehman's Superservice Station in Washington, D. C. "We have from time to time distributed ash trays and tire covers, and they have proven in such demand that people usually come in and ask for them.

"The salesmen, calling on new prospects, frequently leave an ash tray in lieu of the usual calling card, because it has our name and address and phone number right on it, and the average potential customer appreciates a gift of this type and is likely to keep you in mind when the psychological moment arrives to place a tire order.

"BRIDGE nowadays is a popular pastime in most homes all the year round, and so we have cashed in on this game by giving away novelty advertising in the form of bridge score pads to customers as they drove in at our service station.

"Such score pads are not only attractive good-will builders, but they also furnish an

excellent means of publicity. Men and women sitting around the bridge table are bound to notice the score tablets and to talk about Lehman's Superservice Station at 12th and K streets.

"In this way we tie up our business with the bridge game with telling effect. It is something that is talked about quite extensively and noised about town, and word-of-mouth advertising always pays good dividends.

Dave Lehman has all forms of competition in Washington, one mail order store, six company-owned stations, four chain stores and three oil companies selling tires, yet he has prospered. He holds mail order and factory-owned stores as providing his keenest competition and finds that in the order named personal contact, service, location, advertising and price have helped most in counteracting this competition. Lehman believes that price has been his competitors' chief appeal for patronage and that personal contact has been least influential in building their business.

## Meet Modern Competition

"ADVERTISING novelties are undoubtedly good contacting mediums, because they help to keep your name constantly before the public. Distributed every so often they keep prospects constantly reminded of your business and of your location, and it gets your name much better known among the public.

"We believe it is good sales strategy every now and then to put out some good advertising novelty. In fact, this helps as much as anything else in building up good-

*TIRES will be pleased to put any of its readers interested in touch with manufacturers of all forms of novelties suitable for advertising purposes. Let the Editor know of the type and quantity of novelties you desire and the name of the manufacturer will be provided.*

will among the trade and generally acts as a reminder. Among the attractive features of the advertising specialty are its directness, its timeliness, its exclusiveness, and its artistic and utilitarian purpose to the person who receives it and what use he can make of it."

EVER since the debut of the calendar, blotter and yardstick, some form of novelty advertising has been in vogue. While newspaper and direct mail advertising have their places as publicity emissaries, they carry their message today and are forgotten tomorrow, while novelty advertising continues 365 days in the year without additional cost and ties up at the same time in a very valuable way with such newspaper and direct mail advertising as is used.

There are various advertising novelties

available for your selection running the gamut of a host of attractive small articles to suit the whim of the advertiser, provided always that they are going to be useful to the average person to whom they are distributed, and may include wallets, memorandum reminders, key rings and cases, telephone indexes, coin purses, diaries, thermometers, letter openers, golf scorecards, pencils, hat slips, etc.

### Success and Modern Methods

(Continued from page 25)

Then again, the dealer should not give away his profits in service. In some cases the margin on a tire may be but \$2.50 or \$3, yet a dealer will change around all the tires on the purchaser's car to effect this sale. Of course, I realize that good will is a worth-while asset and that courteous service may build repeat business, nevertheless, there is a limit to service and the tire dealer who is satisfied with one-tire sales and will change around tires to get such low unit business will find that the service eats up what little profits he thought he had made.

It all goes back to the original thought expressed, that the tire dealer is geared to bicycle-built-for-two selling methods unless he thinks in terms of large unit sales per customer and then he can afford to render plenty of service because his unit sale margins will be high.

In conclusion, I want to strike this warning note to dealers who intend going in for larger unit sales per customer. Such sales will run into money so naturally there will be more requests for credit.

Be careful, even with the regulars on your list. Now is the time to re-grade credit risks. The customer who was aces a few years ago is likely to raise the deuce with your pocketbook now.

# TIRES FOR VULCANIZING THE MAN IN THE SHOP BATTERIES BRAKES LUBRICATION THE STATION MAN'S IDEA EXCHANGE WHEELS

## Cleaning Batteries

I have read your magazine and noticed the many hints given in "The Man in the Shop" page. I think I can add something. It is a way to clean a battery.

Generally, when a battery is brought in to be charged, it is covered with dirt, mud, corrosion, etc. Use a putty knife and scrape the mud off the battery. Then rub vigorously with a steel brush. Soak a rag in gasoline, add a few drops of light motor oil and rub the sides of the battery. If the battery is treated properly this way it will certainly bring it back to the appearance of new and make a customer feel he is receiving satisfactory service.—Arnold Fischer, Waterloo, Ill.

## Making Tires Look New

Making used tires look new is a very important point in their resale value. To make a used tire look new, put it through the following process: If the tire is dirty and muddy, wash it with a wire brush in some large tub. Then mix a solution of glycerine and water to make the tire appear new. Add five parts of water to one part of glycerine and mix thoroughly. Then, with an old brush, paint the mixture on the tire. Let this dry and then polish with a dry cloth. We make tires that have run as high as 2,000 miles look brand new and, of course, the resale value is greatly increased.—E. Chambers, Billings, Mont.

## To Keep Matrix From Slipping

Before placing the matrix on the tire to be repaired, cement the matrix and also the tread of the tire about six inches beyond the repair. Let dry about five minutes. Then place matrix on tire and stitch down in place. This keeps matrix from slipping and spoiling the tire's tread.—S. C. Glass, Louisville, Ky.

## Rapid Valve Stem Repair

When a stem has been pulled out of the base of a tube and the base is torn, it is much quicker to make a new hole in the old base than to use a new base.

Simply punch a new hole in the valve base about one inch from the old one, take the saddle and locknut from the valve stem and slip the stem inside the tube.

Buff and vulcanize the old hole shut, then push the stem out through the new hole.

Replace the saddle and locknut and the job is complete.

This is much faster than using a new base, works, looks just as good, and you save the price of a new base.—Erwin Ryerson, Kansas City, Mo.

## Tube Curing Hint

I have been reading the repairman's hints in TIRES for some time, and seeing so many remarks about cementing tubes ready for curing. I would like to verify the fact that cement is not necessary, even on long blowouts. We have cured a great number of tubes in the last two years without the use of cement. However, in cases where a heavy reinforcement is required, a piece of inner tube buffed and cemented is advisable; but the outer side of tube will not require cement.—John A. Stoddard, Durango, Colo.

## Hot Knife Is Best

Uncured rubber is very hard to trim off, even with a wet knife. I keep an old knife hot to trim with. It slides through easy and if you happen to have a low place in the repair, you can stick some of the trimmings in it and trim off even again. You couldn't do this with a wet knife because the water would keep it from sticking.—R. E. Hann, Baltimore, Md.

Every service station operator has adopted some original methods for handling various types of jobs that come to his station, has installed a device or attachment that facilitates the handling of his work or has some idea regarding station efficiency.

Here is an opportunity to capitalize on these ideas and kinks. Send them to TIRES and we will pay \$1 for each suggestion we accept for publication.

\$ FOR AN \$  
IDEA \$

# They Beat Modern Competition

## He Spread and Won

(Continued from page 22)

Taylor is a firm believer in the business-getting possibilities of mail campaigns. Several very attractive folders of post-card size sent out to a selected list of owners living near the station have brought good results. The first folder mailed was thoroughly illustrated with views of the various departments so as to visualize to the customers the complete servicing that was available.

A reminder card, a little larger than a business card, was sent to the same list. On this card was listed all of the services that could be rendered. That this card was a valuable help in swelling the customer list is shown by the fact that many of these customers even to this day are either carrying the card on person or have mounted it permanently on their windshields.

Believing that washing and lubrication are two of the best leaders upon which he can depend to insure getting his customers in regularly, Taylor has used them as a basis for offering "specials" at bargain prices.

On washing, individual jobs cost \$1.25, but if the customer purchases a \$5 ticket he is given five washes instead of four. Similarly for lubrication as far as the price is concerned and in addition he is given a wheel repacking when his ticket runs out that would ordinarily cost him \$1 extra. The first four jobs are minor chassis greasings at intervals of 1,000 miles and the fifth is a major operation.

REGARDLESS of what a car is in for, Taylor has instructed his men to maintain a thorough inspection system that will discover pending troubles that can be passed on as a warning to the owner.

A work order is always made out when

cars are in for inspection, repairs or adjustment. No charge is made for inspections on brakes, wheel alignment, electric wiring, generator charging rate or headlights. This card, which is numbered, goes to the office when work is to be done and the lower portion carrying the same number is attached and given to the customer as a claim check when the car is called for.

In the office, a tickler file containing each car's history automatically controls follow-up letters or phone calls that are to be made in order to remind the customers of the need of oil changing, inspections, etc.

Taylor also carries a representative line of merchandise, including Firestone tires, Dayton fan belts, Quaker State, Sunoco and Pennzoil oils, Prestone anti-freeze, a full line of oil filters, windshield wipers, hose clamps, body polishes and top dressing, spark plugs, ignition cable, light bulbs, radiator cleaning and sealing compounds and other lines that have quick turnovers.

## Truth Needed if Independent Dealer Is to Survive

(Continued from page 23)

But anger and spitefulness cannot speed the return of sanity. Instead of calling names and hurling brickbats at each other, discordant elements in the industry would better serve themselves by seeking harmony.

TIRES calls for an end to this unseemly discord. At the manufacturing end, we appeal for a return of common sense and decent price schedules, and a greater interest in the success of the independent dealer. At the dealer end we are endeavoring to show concretely how we believe the independent dealer can lick the mail-order, oil company, and company-owned stores competition even though these forms of competition continue to exist ad infinitum.

# NEWS

## Tire Prices Up

After a week of uncertainty and anticipation, tire dealers were elated on September 12 when the major manufacturers announced increases in prices effective immediately. Mail order concerns followed the general movement in the industry.

The new schedules are practically in line with the abortive increases announced as effective on June 21. They represent an increase of from 11 to 15 per cent on tires and 15 per cent on inner tubes.

These increases just about take care of the excise tax on tires and tubes which had been absorbed since June 21, with a few exceptions, by the tire manufacturers. With first announcements of the increases on September 12 it was not long before the entire industry was in line at the higher level, the raise being keenly desired by all manufacturers.

The early part of September developed many rumors of impending price increases, persons recognized as being well informed expecting the increase to become effective on September 6. Nothing developed on that date, however, and for the following week the increase was expected daily.

According to comment in Akron the price advance was delayed because of efforts being made to harmonize relationship between the mail order factors and one of the major tire companies. The announcement on September 12 was taken as an indication that the mail order tire manufacturer situation had been adjusted.

The Firestone company, which in June refused to join the other manufacturers in a price increase to absorb the excise tax, in a letter to its dealers on September 10 announced that prices on Fire-

stone Supreme, High Speed and Oldfield type tires in all passenger and truck and bus sizes were increased 11 per cent; Firestone Sentinel type tires 15 per cent and Firestone Courier type tires 11 per cent. All inner tubes were raised 15 per cent.

Firestone dealers were urged to sell their tires at the new prices to overcome the losses occasioned by demoralized conditions in the industry earlier this year. Firestone intimated that since the price of crude rubber has advanced 70 per cent and cotton 40 per cent there would be additional increases in tire prices at a later date.

Goodrich announced that the price list of June 21 on Silvertowns would remain unchanged but that in the September 12 list minor revisions were made in the Cavalier and Commander lines.

Speedway tires were raised 14 per cent by Goodyear, other Goodyear casings being increased 11 per cent and all tubes 15 per cent.

As reported elsewhere in this issue, India increased its tire prices 11 per cent on September 3.

So that dealers could not place orders for additional stocks in advance of the recent price change, announcement of the increase was withheld until the last minute.

Discounting the June 21 action, which was made ineffective because manufacturers rebated dealers on the difference between the previous list and the one of that date, the advance on September 12 was the first to be made by the industry since February 6, 1926. In the Fall of 1929 and 1930 slight adjustments were made in trade lists, but they represented increases of only 2 and 4 per cent.

## Goodrich Turns Hood Over to Newhall Group

New Management Must Pay Preferred Dividends After Jan., 1937, or Control Reverts to Goodrich

A group of the principal executives of the Hood Rubber Co., headed by Arthur B. Newhall, vice-president and general manager, has acquired control of the common stock of the Hood company. Under the new arrangement, the outstanding common stock of Hood, with voting power, will total 6,000 shares, of which 3,300 will be in the hands of the management group and the remainder owned by B. F. Goodrich Co. There will be issued to Goodrich 120,000 shares of \$6 cumulative preference stock convertible after January 1, 1937, into common on a share for share basis. After that date voting rights accrue to the preferred if preferred dividends are not paid.

The change in the stock control of Hood does not affect the Hood Tire Corp., it is pointed out by H. E. Keller, vice-president of the Hood Tire Corp.

"Hood Rubber Co., Inc., has in no way had any control over our capital stock interest in the Hood Tire Corp., since this company's organization in April, 1930," Keller declared. "The change which has taken place has no bearing of any kind on the manufacture and sale of Hood tires."

Directors of the Hood company now consist of Newhall, who becomes president; Raymond H. Blanchard, vice-president; Alden C. Brett, secretary; James D. Tew, president of Goodrich, and Shelby M. Jett, secretary of Goodrich.

The new plan marks the return of the Hood business to the management that was long identified with it prior to the acquisition of Hood by Good-

TIRES for

# Marking Down the value of Human life

TODAY'S market is flooded with tires deliberately built to sell as low as \$3.93 and similar prices according to size. Built to sell—not to serve. "Round and cheap." Put out with utter disregard for quality. Price is the pattern. The sacrifice of human life is the inevitable penalty.

When a battle for more business directly affects public safety it's time to speak frankly.

Take out quality to meet price in clothing and furniture—in fact, most merchandise—and your only penalty for buying is dissatisfaction. Not so with tires. Human safety hangs in the balance when every tire is made.

**A Tire Built for 25 Miles an Hour Cannot Go 40, 50 or 60 With Safety**

"Bargain" tires unsafe to drive over 25 miles an hour are expected to travel up to 60 and better. They are a menace on American highways—a markdown on the value of human life.

General condemns such tires as a betrayal of the industry's

clearly defined responsibility to the motoring public.

For sixteen years General has never bid for business by lowering quality.

**17.6% Increase in Sales Proves that People Want the Safety of Generals**

Today our factory is working fulltime. Sales are going up. Six months records show 17.6% more General Tires were sold than in the same period last year. What other tire manufacturer can say that?

Generals were always worth the difference even when that difference amounted to dollars. Today, with raw material costs the lowest in history, that difference is practically negligible.

That slight additional first cost brings you the exclusive advantages of patented no-breaker-strip construction—full plies from bead to bead—blowout-proof, skid-safe protection—the comfort of 30% less air pressure—and the economy of General's famous big mileage.

THE GENERAL TIRE & RUBBER CO., AKRON, O.

### Worse than War

50,510 members of A. E. F. killed in action and died of wounds during 18 months of World War.

182,674 members of A. E. F. wounded in action during 18 months of World War.

53,650 killed in automobile accidents in U. S. in 18 months ending December 31, 1931.

1,576,840 injured in automobile accidents in U. S. in 18 months ending December 31, 1931.

### Caution:

In the days of slower speeds and unsurfaced roads you were taught to put your best tires on the rear wheels—for traction. Not so today. With speeds of 40, 50, 60 and better the best tires belong on the front wheels. When a front tire blows it's seldom a minor accident—too often it's fatal.

[ One of a Series Appearing Nationally in Newspapers and Magazines. See Front Cover! ]

SEPTEMBER, 1932

*Kelly-Springfield quality  
prestige increases*

# V for VOLUME

**D**URING the last year, from coast to coast, numerous big independents have changed to the Kelly-Springfield franchise. They knew the sales acceptance, the expression of quality reputation of the Kelly-Springfield line and did not expect to lose volume, even during the first months of their change-over. But in every case, we find that the dealers underestimated Kelly-Springfield's acceptance and that they were able to *increase* volume from the start.

Don't underestimate the popularity of Kelly-Springfield tires with the public and the people's readiness to buy these quality tires from the volume dealer. Here are some of the things that make Kelly-Springfield the outstanding quality tire name: 1. Quality manufacture for 38 years. . . . 2. Continuous advertising all of that time that has made Kelly-Springfield one of the most widely known and highly respected trade-names in the world. . . . 3. Loyalty to independent dealer service all of that time.

. . . 4. Freedom from the taint of mail-order and gyp store tires and the type of manufacture associated with them. . . . 5. Leadership in every tire development from the cord tire to the Reinforced Tube and the Low-air Balloon. . . . 6. Continuous stand, through good times and bad, for quality tires and responsible dealer service. . . . 7. In 38 years, price never put ahead of quality.

If you are a volume dealer, and your territory is open, why not associate your name with the nationally-famous-for-quality tires that mean *increased* volume? You get protected territory. No mail, chain or company store competition. Vigorous, straight-from-the-shoulder advertising support. Everything a dealer could want in complete line. Prices competitive at every point. If you are

**KELLY-**  
TIRES for

# VOLUME

DEALERS ✓ ✓ ✓

interested in joining the tire company that builds and grows only with the independent and proves time after time that it increases the volume of the volume dealer, write or wire at once, care the

General Sales Manager, and a representative from our nearest Branch House will call. There is no obligation whatever. *Kelly-Springfield Tire Company, 1775 Broadway, New York City.*



**SPRINGFIELD**

SEPTEMBER, 1932

rich in 1929. The change is viewed as an expression of confidence in the Hood management. If, under the new plan, the Hood company is not successful enough to pay preferred dividends after January 1, 1937, the management reverts to Goodrich.

In acquiring Hood in August, 1929, Goodrich formed the Hood Rubber Co., Inc., a



Arthur B. Newhall

wholly owned subsidiary, which exchanged 100,000 shares of Goodrich common stock for the outstanding common stock of the Hood Rubber Co., on the basis of one share of Goodrich for each two shares of Hood. In addition the preferred stock issues of Hood Rubber Co. and Hood Rubber Products Co. were paid off in cash and Hood Rubber Co., Inc., assumed all the liabilities of Hood Rubber Co., including the latter company's two note issues. These were not assumed by Goodrich.

At the end of 1931 Hood Rubber had current assets of \$11,845,508 and current liabilities of \$1,631,257. Working capital totaled \$10,214,251.

### Norwalk Shows Profit

The Norwalk Tire & Rubber Co., Norwalk, Conn., showed a net profit for the nine months ended June 30 of \$103,665 after taxes, depreciation and other charges. For the quarter ended June 30, net profit was \$64,516.

The income account of the company for the nine months' period follows: Gross, \$283,007; expenses, \$141,915; operating profit, \$141,092; other income, \$7,105; total income, \$148,197; depreciation, \$18,000; discounts, etc., \$15,397; provision for doubtful accounts, etc., \$11,135; net profit, \$103,665.

## Goodyear Sales in First Half Total 69 Million

Net Profit of \$50,509 Compares With \$4,221,770 in 1931—Litchfield Reports 8.7 to 1 Ratio

During the first six months of 1932 net sales of the Goodyear Tire & Rubber Co. totaled \$68,953,779, which compared with \$83,228,661 in the same period of 1931, with \$110,804,582 in 1930 and with \$136,747,841 in 1929. Operations in 1932 showed a net profit of \$50,509, after depreciation, interest, taxes and markdowns of inventories. This is equivalent to 6 cents a share on the 762,023 no-par shares of the \$7 preferred stock and compared with a net profit of \$4,221,770 in 1931. Net profit in the first half of 1930 was \$5,592,309.

In his report to the stockholders, P. W. Litchfield, president, said that consolidated earnings for the six-month period, before interest and discount charges, were \$2,043,445, after providing \$5,342,565 for depreciation of plant buildings, machinery and equipment, after Federal income taxes and after reducing inventories and commitments to current market levels as of June 30.

### Goodrich Ad Men Meet

District Advertising Managers Hold Conference Led by Handerson

District advertising managers of The B. F. Goodrich Co. were in conference in Akron, August 29, 30 and 31, discussing policies for the Fall and early next year.

P. C. Handerson, Goodrich advertising director, was in charge of the conference, assisted by Guy Gundaker, Jr., sales promotion manager.

The field advertising staff, which was doubled last June, includes the following:

L. B. Cooley, Akron; V. C. Carr, Boston; R. J. Geis, New York; C. R. Miller, Philadelphia; J. A. Clinard, Washington; H. C. Bear, Atlanta; M. F. Davis, Detroit; L. W. Frizzell, Cincinnati; N. A. Glantz, Chicago; P. N. Donohoo, Minneapolis; J. N. Forsythe, St.

Louis; L. T. Greiner, Kansas City; N. H. Keeling, Dallas; B. C. Smith, Denver; E. A. Johnson, Seattle; E. L. Osselein, San Francisco, and R. F. Wood, Los Angeles.

### Dill Lowers Prices

Effective September 1, the Dill Manufacturing Co., Cleveland, O., lowered prices on its Dill tire valves, parts and accessories. Outstanding reductions were announced by L. F. Body, manager of sales, on gauges of all types, including the new Air Line Gauge No. 6111.

Allotment of space to manufacturers who will exhibit at the Third Joint Trade Show of the Motor & Equipment Manufacturers' Association and the National Standard Parts Association will be made in Detroit on September 22.

## Alliance of Independents Meets M.O. Competition

Harry L. Post Heads American Tire Alliance Formed to Assist Independent Merchants

The American Tire Alliance, Inc., has been organized with headquarters in Akron for the purpose of providing independent tire dealers with a central point from which they can purchase tires and the other major items dealers and service station operators buy and sell. The Alliance, which has already among its members dealers in various parts of the country, is headed by Harry L. Post as president.



Harry L. Post

Post, who recently retired as assistant to the president of the Seiberling Rubber Co., has had many years of experience in the rubber and tire industry and in recent years has been particularly active as a sales executive.

He is thoroughly familiar with the problems of the independent tire merchant and in forming the American Tire Alliance, Inc., he has had in mind providing a solution for these problems.

It is expected that the new organization, the membership of which will be confined to tire dealers and will not include oil station operators or chain store operators, will provide the answer to mail order and other forms of competition seriously handicapping the tire dealer. The A. T. A. is the result of exhaustive surveys made by Post of the operations of similar organizations in other industries, particularly those of the Independent Grocers Alliance.

"The American Tire Alliance is not to be confused with attempts which have

been made to form buying groups," explained Post. "On the contrary this will act as a voluntary chain and will be in the long run as much, or more, a merchandising activity as it is an activity for buying. It is, frankly, patterned very largely after the development of the I. G. A. which now works through 11,000 retail grocery stores doing a business aggregating about \$50,000,000 per month."

The A. T. A. operations will parallel those of chain stores and manufacturers. At the start its activities will be confined to tires and later other items used and sold by tire dealers will be added, such as batteries, brake lining, petroleum products, store equipment, etc.

Two lines of brand tires will be made for the Alliance members. One will be designed to meet mail order competition and the other to meet regular tire manufacturers first line products. Both brands of tires will be of high quality, excelling in merit, it is claimed, the tires with which they will be competitive in the market.

The members of the Alliance are in no way restrained from handling other products,

tires as well as batteries, etc. The Alliance tire will be provided as a means of meeting competitive conditions in the industry.

Post explains that the function of the Alliance is to use the combined strength of thousands of dealers to secure for them equal buying power with that enjoyed by their most efficient competitors. This combined purchasing power will be supplemented by the perfection of standardized merchandising methods which will simplify dealers' sales efforts.

"The end of wishing—and—the start of action" is the slogan adopted by the Alliance.

"The plan is unusually interesting to independent dealers in that it does not require the dealer to drop any line of merchandise he may now be handling," said Post. "He loses nothing and he gains tremendously through participation with many other independents in cooperative merchandising and in organization to resist the competition of the mail order houses."

The headquarters of the American Tire Alliance, Inc., is located at 2723 First-Central Bank Building, Akron, O.

## Pharis Installs New Equipment at Factory

Needed to Meet Requirements of Sales Organization—Plant on 7-Day 24-Hour Schedule

To take care of current increased demand for tires and to prepare for exceptional replacement requirements now anticipated as imminent, The Pharis Tire & Rubber Co., Newark, Ohio, has just installed an additional 500 H.P. boiler of latest sterling type with automatic stoker equipment.

This company, which is one of the oldest in the tire industry, has kept its modern, efficient plant in steady operation throughout the depression, and its alert merchandising methods have, during the past several months, required a 24-hour a day, seven days a week schedule to keep up with demand.

Carl Pharis, general manager, states that he attributes the remarkable success of the company during a period of widespread distress in the tire industry to its strict adherence to sound principles of organization and finance without deviation during the entire 20 years of its history.

"We have allowed no period of exceptional business to lead us into over-expansion of factory equipment or staff, nor into indulgence in irreducible items of overhead expense," he said. "We have no branch offices or warehouses, but few salesmen, and no interest charges to pay on funded indebtedness. We have consequently been able to offer tires of highest quality at exceptionally low prices, and the widespread recognition of the values we offer has kept our dealers doing a nice business and kept our factory busy supplying them right through the depression."

## India Sets Pace With Higher Level of Prices

Determined to Operate at a Profit  
Akron Concern Sets New List  
September 3—Meets Approval

Declaring that it did not "propose to go out of business nor confront the necessity of operating at a loss," the India Tire & Rubber Co., Akron, on September 3, put into effect a new price list representing an increase of from 11 to 15 per cent on tires and tubes. This was the first company in the industry to actually make effective the prices adopted on June 21.

The announcement of the price increase was made to India dealers on August 24 by C. T. Morledge, sales manager. The following day a group of the ranking executives of the company left Akron headquarters for the purpose of bringing to their dealers, distributors and key accounts in various parts of the country the reasons for India's new policy.

Morledge left for the East; W. G. Klauss, president, routed himself over a territory that took him to the Pacific coast and other officials including J. E. Lorentz, factory superintendent; J. T. Fisher, comptroller and L. V. Baker, treasurer, went in other directions.

Early in September these officials had returned to the factory. Each reported that India's determination to operate on a fair profit basis had met with an approving reception from dealers as well as important consumer accounts.

As an indication of the attitude taken by key accounts, Morledge cited the experience he had with a large milk distributing organization in the East. The purchasing agent of this concern commended the India company for its stand in the price situation and declared that his concern would be perfectly willing to pay a higher level of prices because he recognized that if India's action had been emulated by his competitor milk distributing companies their business in turn would be placed on a more stable basis.

"It is apparent that to stay in business one must either cut wages or reduce the quality of the product," said President Klauss in commenting on India's price advance, "and the India Tire & Rubber Co. does not propose to do either—and we are going to stay in business."

The India plant has been working at full time and full

### General Sets New Unit Record for First Half

A new record for unit sales for a first six months' period was established this year by the General Tire & Rubber Co., according to an announcement by William O'Neil, president.

O'Neil reported that up to July 1, this year, the General company made and sold 17.6 per cent more tires than during the same period in 1931, which had held, up to that time, the record for the largest number of tires made and sold in a half-year period.

In spite of the low level of current tire prices General's sales volume in dollars and cents for the first six months of 1932 is only a small fraction of one per cent less than the same period in 1931.

### Earl W. BeSaw

Earl W. BeSaw, president of the Firestone Tire & Rubber Co., of Canada, Ltd., died suddenly at his home in Canada from a heart attack on September 5. He was buried in Glendale, O., on September 7.

BeSaw was 46 years old and for more than 20 years was associated with the Firestone organization.

He was made president of the Firestone Canadian company in January, 1930. He started as a salesman in the Western states and his first advancement was when he was appointed manager of the Des Moines branch.

In 1914 he was made Western district manager. From then on his advancement was rapid and in 1919 he was named general sales manager of the Firestone organization. Later he was vice-president of the Oldfield Tire Co., and in

payroll since early in the year and 1932 sales have exceeded 1931 in dollars and cents by 8.6 per cent.

In announcing the September 3 price list the India company advised its dealers that if they had any stock which they thought was excessive of current requirements and purchased since June it could be returned to the factory.

1920 was transferred to Canada as vice-president and general manager of the Canadian company.

### Fisk Reorganization Plan

Early this month the reorganization of the Fisk Rubber Co., as proposed by the reorganization committee headed by Orrin G. Wood, was announced as having become effective. The reorganization committee is seeking deposits of bonds, notes and claims, and it is reported that its plan has been approved by C. A. Dana and John Pierce, receivers.

The Wood committee is one of three which have been seeking to represent bond and note holders. The Ferdinand Eberstadt group has been working for a 40 per cent cash dividend of assets and the committee formed by the Chamber of Commerce at Chicopee Falls (Mass.) has been seeking a reorganization of the old company.

### Seiberling Sales Conference

A general sales conference of the Seiberling Rubber Co. will be held in Akron during the week commencing September 26. The entire field organization will convene in Akron and discuss the 1933 Seiberling program. The conference will be conducted by J. P. Seiberling, vice-president and sales manager, and the various department heads will explain the plans that have been prepared for 1933 operations.

### Vesta Battery Head

H. W. Warden, Jr., was re-elected president of the Vesta Consolidated Corp., Chicago, on August 10.

# THE END OF WISHING and THE START OF ACTION

## The End of Wishing:

For years the independent dealer has been *wishing* that his manufacturer would treat him as well as mail-order houses are treated; as well as oil companies are treated; as well as factory-owned stores are treated. While *wishing* he has paid enough for his merchandise to support the manufacturer's short margin sales to the dealer's worst competitors.

Result of wishing—nothing!  
Therefore—The End of Wishing.

## The Start of Action:

A group of aggressive, well-financed, *independent* dealers has determined to secure for *dealers* the same consideration enjoyed by their volume competitors. To buy efficiently—to sell on a sound basis; to work out their own salvation;—these form the course of action.

Result of action:—The formation of a nation-wide buying and merchandising alliance for *independent* dealers.

## Name of Organization:

The organization will be known as the A. T. A.—"The American Tire Alliance." This Alliance will function in all the major items purchased and sold by tire dealers and service stations.

## Function of A. T. A.:

The function of the A. T. A. is to use the combined strength of thousands of dealers to secure for them equal buying power with that enjoyed by their most efficient competitors;—to provide concerted merchandising activities;

To which the dealer will add the service and efficiency that only owner management can provide;

With which facilities independent dealers shall be restored to their rightful places at the head of the retail tire and service station sales procession.

## Location:

In the First-Central Trust Company Building, Akron, Ohio—top (27th) floor.—"In the center of the Rubber Industry—and on top of the heap!"

## Management:

Under the direction of Harry L. Post. For 21 years in the Rubber Industry; for nine years Director of Sales of one of the most important rubber companies. He has never sold to chain stores, oil companies or to other competitors of the independent merchants.

## Purpose of This Announcement:

The independent dealers now associated with the A. T. A. invite inquiries from other worth-while independent dealers who feel that they wish to join in the "End of Wishing" and the "Start of Action."

Address your inquiries to

# The American Tire Alliance

First-Central Bank Building

Akron, Ohio

Attention—HARRY POST, President

## Price Setting Quality Standard

Satisfaction of Demand for "Bargains" Produces Only Temporary Advantage to Manufacturer and Dealer—Fair Price Is an Essential of Dependable Merchandise

By W. O'NEIL

President, General Tire & Rubber Co.

Now that many factors are pointing to an early recovery from the depression, most manufacturers and retailers are taking stock of just where they stand in the business picture and what the depression has done to them or for them.

Some of them are finding that they have been lured away from former standards of high quality by popular clamor for mere cheapness, regardless of the quality of the goods sold. After having depended for some time on price alone to

more than a cheaply made tire. This is due largely to the fact that raw material costs have been lowered so greatly and there is a lot of raw material in any tire. The highest quality tire, in one size for example, has dropped \$12 in price while the same size in a poorly made tire has come down only \$3.10 in the same time.

In every business depression the public sense of merchandise values tends to break down, and the appreciation of quality is lost. To many price becomes the measure of value and all manufacturing and distributing agencies are tempted to service this economic fallacy.

Manufacturers and dealers who try to keep up their quality standards in the face of a price panic are often placed in a difficult position. Manufacturers and retailers who pander to the public's blind search for "bargains" appear to have a temporary advantage. A premium is placed upon cheapness and the entire economic structure suffers.

When quality is taken out of most merchandise, such as furniture or clothing, a sense of dissatisfaction is usually the only penalty that the buyer pays. With automobile tires, the penalty does not stop with dissatisfaction.

Recently the market has been flooded with tires built to sell at absurdly low prices. The fact that human lives may be sacrificed because these "bargain" tires, unsafe to drive over 25 or 30 miles an hour, are expected to travel up to 60 miles and better an hour does not seem to be considered. They are a serious menace on the highway.

General has never bid for business by lowering quality and our company condemns such tactics as a betrayal of the tire industry's clearly de-

fined responsibility to the motoring public.

Of late there is a growing appreciation of the fact that a fair price is an essential of dependable merchandise, especially in automobile tires; that slashed prices and shoddy merchandise go hand in hand; and that quality is worth paying a few cents more for.

There are safer ways of saving a few pennies than in taking them out of tires on whose integrity one's life may depend in an emergency.

### Inventories Cause Big Loss for Sears

Sears, Roebuck & Co. reported for the 28 weeks ended July 16 a net loss of \$2,893,734, after taxes, depreciation and other charges. This contrasted with a net profit of \$6,008,483 in the same period of 1931.

Declines in inventory value were held responsible for the showing made this year.

It was pointed out that markdowns in the retail division alone from January 1 to July 16 amounted to about \$4,600,000, which is approximately \$2,500,000 in excess of what normal markdown should be on the volume of business transactions.

### New Seiberling Distributors

The Air-Cooled Tire Co. has been organized in New York City by H. P. Baran and M. Jacobson to take over the Manhattan distributorship of Seiberling tires. The company is located at 601 West 26th street, where the Seiberling Rubber Co. recently established a warehouse to take care of the requirements of its representatives in this section of the country. Baran is a pioneer tire dealer in New York.

### Answer Shaler Suit

The suit instituted by the Shaler Co., against the C. H. Halperin Co., Madison, Wis., jobber, for alleged patent infringement, is being defended by attorneys who also represent the manufacturers of Prol vulcanizing equipment, Producers, Ltd., Chicago, Ill.

TIRES for

# This free booklet means dollars in your pocket

Write us for your copy

A NATION-WIDE field investigation by Timken engineers into the causes of excessive wear of tires on trailers brought to light startling facts.

Tires on trailers are shown to be subject to all common causes of excessive wear that may develop on trucks, *plus* an entirely separate set of conditions peculiar to trailers only.

The findings of Timken's exhaustive study, fully approved by all leading tire manufacturers, are set forth in this booklet.

You'll find this data helpful and profitable, particularly in your dealings with trailer operators.

The book is free; write us for it.

THE TIMKEN-DETROIT  
AXLE COMPANY

Detroit, Mich., U. S. A.



**TIMKEN**  
TUBULAR TRAILER  
AXLES



W. O'Neil

sell their products to the public, they are finding it difficult, as a rule, to convince buyers now that quality has not been sacrificed.

When a company brings out, under an old-established name, a cheapened product, the buyer's pride of ownership departs with the quality that has been sacrificed in the tire.

It is a source of gratification to us that our company not only has not cheapened its product in any particular, but has sold more units thus far this year than during any previous period in its history.

We are glad to join in the growing revolt against lowering quality to meet price. Persons who buy tires with a view to their safety are more interested in the dependability of the tire than they are in its price.

As a matter of fact, a good tire today costs very little

# Trade Personals

**H. S. Firestone, Sr.**, chairman of the board of the Firestone Tire & Rubber Co., returned from a European trip on September 6. When he reached New York, Firestone announced that he had negotiated with five Spanish banks to form the Firestone Hispania Rubber Co., and that work would shortly be started on the erection of a large factory in Bilbao.

**P. W. Litchfield**, president of the Goodyear Tire & Rubber Co., was recently named chairman of a special committee of the United States Chamber of Commerce to study the possibilities of the six-hour day and shorter work week, both as emergency relief measures and as a long time policy. On September 9, Litchfield told the members of the Shrine Club in Akron that the business of the country was on the upgrade from the worst of the depression.

**Harvey Willson** has become an executive of the Radbill Oil Co., Philadelphia, marketer of petroleum products. Willson, who was formerly assistant secretary of the Rubber Manufacturers Association, resigned as acting secretary of the Pennsylvania Grade Crude Oil Association on July 1 and assumed his duties with the Radbill organization on Aug. 1. **T. O. Grisell** has been elected secretary of the Pennsylvania Grade Crude Oil Association. He was formerly in the advertising agency field and more recently president of the Neidich Viscose Co.

**J. D. Tew**, president of the B. F. Goodrich Co., addressed a conference of Goodrich divisional managers at Akron on Aug. 15. Attending the conference, in charge of **S. B. Robertson**, vice-president, and **C. B. O'Connor**, general tire sales manager, were **Frank H. Titus**, sales manager of the Pacific division; **F. A. Mourin**, head of the Southwestern division, Dallas, Texas; **H. B. Thackston**, Southwestern division, Atlanta, Ga.; **R. McTammany**, Eastern division,

Akron, and **A. C. Kelly**, Western division, Akron.

**E. P. Chalfant**, executive vice-president of the National Standard Parts Association, Detroit, was painfully injured in an automobile accident on Aug. 20 which resulted in the fatal injury of his wife. The accident, which occurred near Gould City, Mich., also resulted in the slight injury of Chalfant's daughter.

**Albert T. McGrath**, for the last four and one-half years district manager in Boston for the Firestone Tire & Rubber Co., has been promoted to Northwestern division sales manager with headquarters at Akron. He is succeeded in Boston by **W. M. Pearson**, who has previously been identified with Firestone activities at Buffalo, Rochester, New York and Indianapolis.

**James E. Weldon** has retired from the Weldon Tire Co., Birmingham, Ala., which he founded as the Weldon-Martin Tire Co., years ago. His retirement was occasioned by ill health. **C. O. Read** succeeds Weldon as head of the company. Read has been with the Fisk company for more than four years, operating in the Southern territory. Since the Fisk Tire Service Co. was merged with the Weldon company Read had been acting as general office manager.

**Arthur Delaney**, who for

eight years was identified with the sale of General tires in the Brooklyn, N. Y., territory, recently was appointed manager of Goodyear Service, Inc., 220 Empire boulevard, Brooklyn, N. Y. The Nelson Truck Tire Co., long representative of the Goodyear line, has taken over the distribution of General tires.

**Clifford H. Oakley**, president of the Essex Rubber Co., Trenton, N. J., died early in August after a several months' illness. He was 65 years old. Oakley was identified with the rubber industry for years, being general manager of the Grieb Rubber Co., Trenton, in 1900, and when that concern was merged with Ajax in 1907 he founded the Essex Rubber Co.

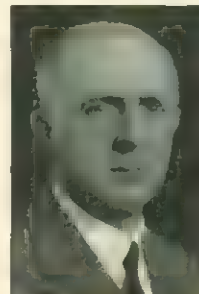
**Walter E. Alles** has been appointed manager of Commercial Tire Co.'s uptown branch, Broadway and Howell, Seattle, Wash. **Alex Gray** is president of this well-known automotive service organization.

**J. F. Jones**, for many years with the Mohawk and Pennsylvania, has been named New England representative for the Pharis Tire and Rubber Co., Newark, O., and has established headquarters in Boston.

**J. C. Francis**, for several years in the tire business at Canton, O., as a partner in the Francis-Wile Tire, Inc., and later as a road representative



John C. Stoller



W. E. Fouse



Robert M. Graham

Stoller recently resigned as secretary and purchasing agent of General and was succeeded as purchasing agent by Graham, who was formerly efficiency engineer. Fouse assumed duties of secretary


TIRES for

# DON'T

## Sign Any Contract

### for '33 until

## You've Seen What



# MOHAWK

## is Offering!



Write or Wire

THE MOHAWK RUBBER COMPANY  
AKRON, OHIO

for Kelly Springfield, has assumed the management of a Firestone super service plant in Ashtabula, O.



J. C.  
Van Winkle

J. C. Van Winkle has bought the interests of A. J. Hoffman, George F. Ahlering and Elizabeth Ahlering in the General Tire Co., Inc., 416 Sycamore street, Evansville, Ind., General tire distributor for Southern Indiana and Illinois and Western Kentucky. The enterprise will operate as the Van Winkle Tire Sales. Building improvements are planned. Van Winkle, native of Evansville, was formerly Firestone factory sales representative for eight years with headquarters in Indianapolis.

J. W. Hellman is new manager of the Pennsylvania Rubber Co. at Youngstown, O., succeeding W. L. McPherson. He was for 14 years with the same company in Erie, Pa.

Leonard K. and Raymond C. Firestone, of the Firestone Tire & Rubber Co., and sons of Harvey S. Firestone, were Portland visitors on an inspection trip of the company's offices in Seattle, Butte and other Pacific Northwest centers.

A. E. Boal, Western division manager for the McClaren Rubber Co., covered the company's representatives in Pacific Northwest, and while in Portland was the guest of Al Sherrill of Munnell & Sherrill, Portland distributors for McClaren tires.

Fred S. Wilson, former vice-president and sales manager of the Thermoid Rubber Co., Trenton, N. J., is a candidate for supervisor of Los Angeles, Cal. Wilson moved to Santa Monica, Cal., about 20 years ago, where he represented the

Thermoid concern along the Pacific Coast.

William Denker, for several years connected with the General Tire Co. of New York in a sales capacity, recently became identified with the Kelly-Springfield organization. Denker is engaged in the sale of truck and bus tires in the metropolitan district. Previous to joining General, Denker, who is a veteran tire man, was associated with Firestone.

Hess Thompson, of the firm of Hess & Jess Tire Co., of Oklahoma City, traveling by air, was a recent visitor to the Dayton Thorobred plant. Thompson spent two days conferring with the officials of the Dayton company before returning to his city.

L. R. Keltner, heat engineer in the tire division of the B. F. Goodrich Co., delivered a paper before the semi-annual session of the American Chemical Society, meeting in Denver, Col., the week of Aug. 22. His paper covered the effects of heat on tire manufacture and performance.

R. L. Wetzel, advertising and sales promotion manager for the Dayton Rubber Manufacturing Co., Dayton, O., in August made a two weeks' trip visiting Dayton Thorobred dealers in Wisconsin, Minnesota, Iowa and Illinois. The purpose of his trip was to investigate the success of past sales promotional activities of the company and to formulate plans for 1933 dealer helps.

### Sales Contest Spurs Dayton Salesmen

A sixty-day sales contest offering over 1,000 prizes on a point system to salesmen of Dayton Rubber has proven to be an added inducement for Dayton men to contact new dealers as well as make profitable contacts with old ones.

Each salesman receives so many points for signing new dealers, securing new business and making worth-while contacts with old dealers.

The contest so far has been a factor in Dayton Rubber, increasing their dealer outlets by 10 per cent over the same period of last year.

### Corduroy Finances In Good Shape, Says Brown

Grand Rapids Concern's Finances  
Best Since Organized—14 to 1  
Ratio Reported by President


The Corduroy Rubber Co., Grand Rapids, Mich., is reported to be in the strongest financial condition it has been since it was organized 13 years ago. L. A. Brown, president, is optimistic about the finances of the company being made even more substantial, with commodity prices advancing daily and the new and higher level of prices becoming effective in the tire industry.

The latest financial statement of the Corduroy company shows that on July 31, 1932, current assets were 14 times current liabilities. No bonds or mortgages of any kind are outstanding against the plant or real estate and a very substantial cash surplus has been built up to care for any emergency that might arise.

"Corduroy has been able during 1932," said President Brown, "to follow its regular custom and discount all bills and thereby take advantage of premiums for prompt payment. Being financially able to secure these discounts has resulted in savings during this year of narrow margins of particular importance to net profits. The profit and loss statement for the first seven months of 1932 shows earnings of \$61,715 in excess of the same period of 1931, admittedly a much better year for business generally."

"Tire unit sales for the year have been very satisfactory and despite price declines most months showed increases over 1931. The month of June showed the largest sales for any month during the past several years. Sales for August were considerably ahead of August, 1931."

September 12 marked the production of the 200,000,000th Goodyear tire at the plant of this Akron company. The occasion was celebrated by a gathering of the "Old Guard" employees.



# HEINTZ

## TIRE SERVICE EQUIPMENT

SECTIONAL REPAIR MOLDS  
TUBE PLATES · SPOT PRESSES  
FULL CIRCLE TIRE TREADERS  
STEAM GENERATORS · HEAT BOOSTERS  
RUBBER BELT VULCANIZERS

SEND FOR COMPLETE CATALOGUE

**JAMES C. HEINTZ & CO.**  
3738 W. 143RD ST., CLEVELAND, OHIO  
WORLD'S LARGEST MANUFACTURERS  
OF TIRE SERVICE EQUIPMENT



Find out for yourself why the  
largest independent tire mer-  
chants in the country are turn-  
ing to Mohawk.

**The  
Mohawk Rubber Co.**  
Akron, Ohio

### Axles and Tire Wear

Interesting facts relative to the causes of excessive tire wear on trailers have been revealed in a recent nation-wide field investigation by engineers of the Timken-Detroit Axle Co. This investigation has shown that tires on trailers are subject to all the common causes of excessive tire wear that may develop on trucks; but that there is something beyond these common causes of excessive tire wear which is contributing to the irregular tread wear often observed on dual-tired trailers. These facts are of significant importance in view of the increase in this type of haulage operation.

Investigation showed that the troublesome tire wear condition was directly traceable to the deflection or bending of the trailer axle under load; the resulting inward tilt of the wheels throwing the weight on the inner edge of a single tire or on the inner tire of a dual mounting.

The result, as stated by the Rubber Manufacturers' Asso-

ciation, Inc., in their instructions covering the proper care of pneumatic truck tires, is "an unnatural wiping of the inside shoulders and leads to a breaking down of the fabric and premature failure."

The proper remedy is obviously the reduction of axle deflection to a negligible minimum. The attempt to use a positive camber or upward bend of the axle to compensate for the deflection has not proven successful. Neither does it answer the problem caused by high-crowned roads.

Tires are built to run in a perfectly vertical and parallel position when the trailer is loaded. Only under these conditions can the operator expect the greatest mileage from his tires. Hence, the solution to the problem lay in an entirely new type of trailer axle design, which was ultimately achieved by Timken engineers in the form of tubular construction so designed as to effectively resist stresses from any direction and possessing maximum strength and rigidity with minimum weight.

## WANTED

### TWO SALESMEN

Wanted by a tire manufacturer—one for New Hampshire and Maine and the other for western New York and western Pennsylvania. Young men not afraid to work and conversant with the territories. Only those with record of at least five years' service with previous employer need apply.

Box No. 125, c/o TIRES  
420 Lexington Ave., New York, N. Y.

As it was found that positive camber (upward bend) or reverse camber (downward bend) both cause excessive tire wear, the only proper solution was this tubular type member in which the necessity for camber in either direction was eliminated. Especially are these conditions troublesome when solid tires are changed for dual pneumatics on the existing axles, the increased track of the pneumatic tire permitting the axle to bend more readily.

Tire manufacturers and dealers have been extremely interested in the findings of this investigation, disclosing conditions which are costing trailer operators so much in excessive tire wear and premature tire failure.

The Timken-Detroit Axle Co., Detroit, Mich., has compiled these findings in a booklet which is being offered without charge to members of the tire trade as well as all those interested in the subject. It will be happy to receive your request.

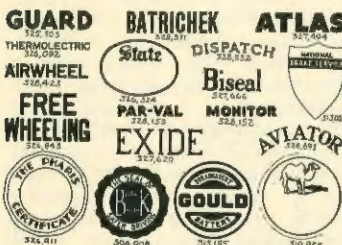
## Trade-Mark Department

Conducted by National Trade-Mark Co., Washington, D. C.

The following are trade-mark applications pertinent to the tire and allied business pending in the United States Patent Office, which have been passed for publication and are in line for early registration unless opposition is filed promptly. For further information address National Trade-Mark Co., Barrister Building, Washington, D. C., trade-mark specialists.

As an additional service feature to its readers TIRES gladly offers to them an advance search free of charge on any mark they may contemplate adopting or registering. You may communicate with the editor or send your inquiry direct to the National Trade-Mark Co., stating that you are a reader of this journal.

**BRAKE BOOSTER**—No. 304,908. Bragg-Klieser Corp., Long Island City, N. Y. For brakes and brake systems and parts thereof. Applicant being the owner of trade-marks certificate No. 243,545 registered June 26, 1928. Applicant disclaims the word "Brake" apart from the mark as shown on the drawing. Filed August 22, 1930. Claims use since June 13, 1930.



**NATIONAL BRAKE SERVICE**—No. 313,055. S. B. G. Holding Corp., doing business as Gouldbestos Corp., New York, N. Y. For brake lining. The applicant hereby disclaims the right to the exclusive use of the words "brake service," as used in connection with the trade-mark. Filed April 7, 1931. Claims use since August, 1930.

**GOULD**—No. 313,185. Gould Storage Battery Corp., Depew, N. Y. For storage batteries. No claim is made to the word "battery" apart from the mark as shown. Filed April 10, 1931. Claims use since January 1, 1916.

**CAMPBELL-HARRIS**—No. 319,973. Campbell-Harris Battery Corp., Kansas City, Mo. For storage batteries. Filed October 12, 1931. Claims use since August, 1917.

**GUARD**—No. 325,302. United States Rubber Co., New York, N. Y. For automobile tires and inner tubes.

Filed March 19, 1932. Claims use since October 16, 1931.

**STATE**—No. 326,324. Frederick W. Grosche, Baltimore, Md. For storage batteries. Filed April 21, 1932. Claims use since April 9, 1926.

**FREE WHEELING**—No. 326,843. Herbert L. Nelson, doing business as Battery Hi-Ball Sales Co., Boston, Mass. For secondary batteries. Filed May 6, 1932. Claims use since March 26, 1932.

**THE PHARIS CERTIFICATE**—No. 326,911. The Pharis Tire & Rubber Co., Newark, Ohio. For pneumatic rubber tires for vehicles. No claim is made to the word "certificate" apart from the mark as shown. Filed May 9, 1932. Claims use since April, 1929.

**ATLAS**—No. 327,494. Atlas Supply Co., Newark, N. J. For storage batteries, storage battery chargers, electric fuses, flashlights, flashlight batteries, battery cables, miniature electric light bulbs and insulating tape. Filed May 27, 1932. Claims use since May, 1917, on electric fuses, electric lamps and electrical insulating material; since July, 1926, on electric batteries; since June, 1931, on electric batteries, battery chargers, and since November, 1931, on electric fuses, flashlights, flashlight batteries, battery cables, miniature electric light bulbs and insulating tape.

**EXIDE**—No. 327,629. The Electric Storage Battery Co., Philadelphia, Pa. For storage batteries, their parts and accessories comprising electrodes or plates, containers, covers, separators, retainers, terminal connectors and vent and filling plugs. Filed June 1, 1932. Claims use since February 21, 1901.

**BISEAL**—No. 327,666. Sterling Automotive Products Corp., Buffalo, N. Y. For tire valves. Filed June 2, 1932. Claims use since on or about April 1, 1932.

**THERMOELECTRIC**—No. 328,092. The Firestone Tire & Rubber Co., Akron, O. For tire repair vulcanizing apparatus—namely, inner tube vulcanizing plates, inside curing arms, tire tread repair molds and spot patchers. Filed June 18, 1932. Claims use since June 1, 1927, to inner tube vulcanizing plates; January 28, 1930, to inside curing arms; December 1, 1929, to tire tread repair molds and spot patchers.

**MONITOR**—No. 328,152. Atlas Supply Co., Wilmington, Del., and Newark, N. J. For storage batteries. Filed June 21, 1932. Claims use since June 6, 1932.

**PAR-VAL**—No. 328,153. Atlas Supply Co., Wilmington, Del., and Newark, N. J. For storage batteries. Filed June 21, 1932. Claims use since June 6, 1932.

**DISPATCH**—No. 328,332. Kelly-Springfield Tire Co., New York, N. Y. For automobile tires of rubber or rubber and fabric. Filed June 27, 1932. Claims use since June 22, 1932.

**BATRICHEK**—No. 328,371. A. Landis Riley, doing business as Landis Manufacturing Co., Atlantic City, N. J. For battery water level indicator. Filed June 28, 1932, claims use since June 11, 1932.

**AIRWHEEL**—No. 328,423. The Goodyear Tire & Rubber Co., Akron, Ohio. For hub assemblies for automobiles and aeroplanes, including hubs, hub caps, rims, wheel discs, cover plates, brakes and brake mechanisms. Filed June 30, 1932. Claims use since December 18, 1931.

**VAN GUARD**—No. 328,833. Atlas Supply Co., Wilmington, Del., and

## Hot Point Groover

The Fox-Goodale Supply Co., Lincoln, Neb., has put on the market the Hot Point tire regroover, used to cut new tread designs back in tires which have been worn smooth, or "bald headed." The cutting blades, made from high grade tool steel, are electrically heated and the tool is easily operated, with one hand, to cut the original pattern back in the tire. It cuts angles, curves and circles, as well as straight grooves.

The Hot Point has several important features. The cutting blades are shaped out to cut a square groove like the original, and are adjustable to cut the desired depth. The blade is set to cut at an angle and is inclined to "dig," while the combination shoe and guide holds from going deeper. This automatically holds the tool in the rubber and assures a uniform depth groove. The one-piece blade and air-cooled shoe result in plenty of heat at the cutting point, for easy operation.

The heating element is guaranteed for two years, and because of the quality of tool steel used, replacement of blade is practically eliminated. Two different widths of adjustable cutting blades are all that are necessary to regroove any passenger car tire. There is an extra tool for use on truck and bus tires, which cuts a groove 9/32 inch wide. This is also adjustable as to depth.

Operations at the plants of the Shaler Co. in Milwaukee and Waupun, Wis., are running 80 to 85 per cent of capacity.

Newark, N. J. For storage batteries. Filed July 16, 1932. Claims use since June 18, 1932.

**AVIATOR**—No. 328,893. Prest-O-Lite Storage Battery Corp., Speedway, Ind. For storage batteries. Filed July 19, 1932. Claims use since June 30, 1932.

## Savetimeandtrouble with this handy tire spreader



Chas. C. Kerner, Export Mgr. Tire repair equipment 152 Chambers St., New York, N. Y.

For quick tire inspection, the AKRON - WILLIAMS Tire Spreader (Woodworth patents) has no equal. Use it to show the tire injury, and then for the repair work — it spreads the stiffest tire easily. All sizes—Small, Medium and Large sizes. Write for folder showing these handy spreaders — also for bulletin describing the new line of AKRON-WILLIAMS Vulcanizers.

**HILYARD-NEW-BOLD CO.**  
106 Washington Street  
Norristown, Pa.

**AKRON WILLIAMS**

Tire repair equipment

## WANTED Tire Salesmen

Have open territory three Districts — New York State—Western Pennsylvania and Eastern Pennsylvania. Only young men with at least four years experience in tire field considered.

**BOX No. 130**

c/o TIRES, 420 Lexington Ave., New York

## TRUCK and BUS MOLDS

6"-7" H.P.—7.50-8.25 Bal. Mold, Self-generating automatic Flat Tread Matrix, etc. Complete.....\$125.00  
7"-10" H.P.—7.50 to 11.25 Bal. Mold, Flat Treads, etc. Complete, to take all above sizes.....\$275.00  
6 Ft. Flexible Shaft Ball Bearings 1/2" Core—1 1/2" O.D. Complete with Motor Coupling for all motors from 1/2 to 2 H.P.....\$18.50  
5 Ft. Flexible Shaft Ball Bearing for 1/2 and 3/4 H.P. motors, 1/2" core, 1 1/4" O.D. Complete with Motor Coupling.....\$11.75  
Truck Tire Spreaders, air operated. Opens Complete Tire at one time. Regular \$125.00 Machine; Brand New; Only.....\$50.00  
Flexible Shaft Outfits, Complete, including Motor, etc., \$28.00

**Haywood Tire Equipment Service**  
MRFS.

715 S. Kolmar Avenue, Chicago, U. S. A.

## YOUR MESSAGE IS BOUND TO REACH THE CREAM OF THE

TIRE TRADE WHEN

IT IS IN

TIRES

## SAFETY

FULL CIRCLE RETREADERS and SECTIONAL MOLDS

SEND FOR

COMPLETE CATALOG

**SAFETY VULCANIZER CO.**

875 W. 120th St., Chicago, Ill.

## SPECIAL SALE

Battery Testers \$20.00

While they last, only twenty to be sold at this price.

Genuine Gewert Testers with Gewert Guarantee

**THE GEWERT MFG. CO.**

Dept. T.

Reading, O.

## CLASSIFIED ADVERTISING

15 cents a word (25 cents in caps); minimum charge, \$3.00; payable in advance. In replying to box numbers address "Care of TIRES, 420 Lexington Ave., New York."

**ATTENTION SALESMEN SELLING TIRE REPAIRERS**—The New Valve Cap is ready. Takes air and pressure through the top. For pocket sample and terms, write DURYEA CO. (Manufacturers), Hackensack, N. J.

**REGROOVE SMOOTH TIRES**—It's easy—cut tread designs in smooth tires with Taylor's Tire Grooving Tool. Get more money for the tires—makes them safer for the car driver. Big Profit with small investment, \$4.50, F.O.B. Oakland. Fine side line for tire salesmen. L. C. Taylor, 2125 Harrison St., Oakland, Cal.

**QUALITY TIRES**—30 x 4.50, \$1.50; 28 x 4.75, \$1.25. Larger sizes, \$2.00 to \$3.25. We'll solve your cheap tire problem. Rubber Products Co., Ft. Worth, Texas.

Valve Cores, Valve Caps, Tire Gauges. A good line. Some territory still open. Wil-Del Mfg. Co., Wilmington, Delaware.

## Rubber Market

(As of September 6)

(Per Pound, delivered New York)

PLANTATION		Bid	Asked
Spot	.....	4 11/16	4 11/16
September	.....	4 11/16	4 11/16
October	.....	4 11/16	4 11/16
November-December	.....	4 3/4	4 3/4
1933—			
January-March	.....	4 7/8	4 7/8
SPOT			
First latex, thick	.....	5 1/4	5 1/4
Thin pale latex	.....	5 1/4	5 1/4
Clean thin brown	.....	4 5/16	4 5/16
Rolled brown crepe	.....	3 7/8	3 7/8
No. 2 amber	.....	4 3/4	4 7/16
No. 3 amber	.....	4 5/16	4 3/4
No. 4 amber	.....	4 3/4	4 3/4

PARAS			
Up-river, fine spot	.....	7	7
Acre, fine, spot	.....	7 1/2	7 1/2
Caucho Ball—Upper	.....	3	3
CENTRALS			
Esmeraldas	.....	12	12
Guayule, washed, dried	.....	12	12
BALATA			
Block, Ciudad	.....	18	18
Surinam sheet	.....	31	32
Manaos, block	.....	19	19
Peruvian, block	.....	8	8

Scrap Rubber			
(Dealers buying prices, f.o.b. New York)			
Blk. boots & shoes, ton.	15.00	18.00	
Clean sol. truck tires ton	23.00	24.00	
Tires, std., mxd., ton.	7.25	7.50	
Inner tubes, mxd., cwt.	1.25	1.30	
Inner tubes, red, cwt.	1.50	1.65	
Inner tubes, No. 1, cwt.	2.75	3.00	
Inner tubes, No. 2, cwt.	1.25	1.35	

Reclaimed Rubber			
(Per pound delivered consumer's point.)			
Tires			
Black	.....	.03 3/4	.04
Black selected tires	.....	.04	.04 1/4
Dark Gray	.....	.05	.05 1/4
Light Gray	.....	.06	.06 1/4
White	.....	.05 1/4	.05 3/4
Truck, heavy gravity	.....	.05	.05 1/4
Truck, light gravity	.....	.05 1/4	.05 3/4
Tubes			
No. 1	.....	.06 1/4	.06 1/2
No. 2	.....	.04 3/4	.05

High Tensile			
Super-reclaim, black	.....	.05	.05 1/4
Red	.....	.05	.05 1/4

## Tire Stock Index

Prices of tire and rubber company stocks moved to new high-ground for the year during the week ended August 31, according to the stock price indexes of the Standard Statistics Co., of New York. Detailed figures comparing the tire and rubber stock price indexes with the indexes for 351 industrial stocks over recent weeks follows:

(As of September 6)			
(1926 Average Equals 100)			
Tires and Rubber		351	Industrials
1932	.....	27.7	52.1
Aug. 10	.....	25.6	50.4
" 17	.....	28.7	55.1
" 24	.....	40.0	55.5
" 31	.....	39.3	61.6
Sept. 7	.....	40.0	61.6
1932 High	.....	14.4	31.9
Low	.....	58.8	114.7
1931 High	.....	22.7	51.4
Low	.....		

## Rubber Association Tire and Tube Statistics

Representing 80 Per Cent of the Industry  
Pneumatic Casings—All Types

	Inventory		Production		Shipments	
	1932	1931	1932	1931	1932	1931
January	6,329,417	7,165,845	2,769,988	2,939,702	2,602,469	2,995,479
February	7,337,796	7,628,520	3,096,976	3,188,274	2,042,289	2,721,347
March	7,902,258	8,011,592	2,936,872	3,730,061	2,363,232	3,297,225
April	7,876,656	8,025,135	2,813,489	3,955,491	2,958,104	3,945,525
May	7,502,953	8,249,856	3,056,050	4,543,003	3,406,493	4,332,137
June	3,700,017	8,357,768	4,514,663	4,537,970	8,293,312	4,457,509
July	4,962,285	7,935,565	2,893,463	3,941,187	1,923,276	4,369,526
August	.....	7,117,037	.....	3,124,746	.....	3,967,987
September	.....	6,526,762	.....	2,537,576	.....	3,145,488
October	.....	6,640,052	.....	2,379,004	.....	2,261,322
November	.....	6,335,227	.....	2,000,630	.....	2,309,971
December	.....	6,219,776	.....	2,114,577	.....	2,225,036
Total to date	.....	.....	22,081,501	26,835,688	23,589,175	26,118,748
Total for year	.....	.....	.....	38,992,220	.....	40,048,552

## Inner Tubes—All Types

January	6,175,055	7,551,503	2,718,508	2,898,405	2,803,369	3,249,734
February	7,007,567	7,936,773	3,056,988	3,132,770	2,182,405	2,720,135
March	7,558,177	8,379,974	2,801,602	3,559,644	2,148,899	3,031,279
April	7,552,674	8,330,155	2,579,768	3,693,222	2,708,186	3,708,949
May	7,130,625	8,438,799	2,727,462	4,329,731	3,093,593	4,224,594
June	3,943,246	8,403,401	4,222,816	4,317,543	7,394,118	4,317,543
July	4,779,814	1,671,801	2,349,761	3,964,174	1,727,750	4,664,964
August	.....	7,019,217	.....	3,548,335	.....	4,240,403
September	.....	6,476,191	.....	2,759,431	.....	3,320,103
October	.....	6,656,913	.....	2,461,578	.....	2,250,494
November	.....	6,495,708	.....	1,954,915	.....	2,075,716
December	.....	6,337,570	.....	2,077,704	.....	2,213,261
Total to date	.....	.....	20,456,905	25,895,489	22,058,320	25,917,198
Total for year	.....	.....	.....	38,666,376	.....	40,017,175

## Solid and Cushion Tires

January	37,327	75,205	8,522	12,631	9,488	13,072
February	37,242	73,338	12,754	11,358	9,541	12,915
March	36,811	68,584	8,796	11,424	9,205	16,152
April	35,816	64,369	7,980	11,610	8,436	15,445
May	35,179	61,272	8,026	11,369	8,405	15,566
June	22,988	57,482	11,170	11,764	22,474	15,364
July	25,218	54,692	9,656	13,370	7,104	16,051
August	.....	50,994	.....	11,643	.....	15,758
September	.....	45,995	.....	10,371	.....	12,786
October	.....	42,861	.....	11,132	.....	13,621
November	.....	42,074	.....	9,317	.....	10,120
December	.....	38,815	.....	.....	.....	.....
Total to date	.....	.....	.....	10,272	.....	10,705
Total for year	.....	.....	.....	83,526	74,653	104,565
	.....	.....	.....	136,261	.....	167,556

## Rubber Stocks NEW YORK MARKET

(As of September 6)

Firestone (1)	.....	16 3/4	16 3/4
Fisk, common	.....	1 1/2	1 1/2
Fisk, 1st pfd.	.....	1 1/2	2
Fisk, 1st pfd. cv.	.....	1 1/4	2
B. F. Goodrich, com.	.....	10 1/2	10 3/4
B. F. Goodrich, pfd.	.....	30	32
Goodyear, common	.....	26 3/4	26 3/4
Goodyear, 1st pfd. (7)	.....	62	65
Kelly-Springfield, com.	.....	2 3/4	2 1/2
Kelly-Springfield, ctf.	.....	1 1/4	2
Kelly-Springfield, 8%	.....	.....	.....
Kelly-Springfield, pfd.	.....	22	25
Kelly-Springfield, 8% pfd.-ctfs.	.....	22 3/4	23 1/4
Lee, common	.....	6 1/4	6 3/4
Norwalk, common	.....	2 1/2	2 3/4
Seiberling, common	.....	3 3/4	4 1/4
United States, common	.....	8 3/4	9
United States, 1st pfd.	.....	9 1/2	9 1/4

## Miller Tax Refund

Over-assessments in income tax payments amounting to more than \$174,000 recently were found in favor of the Miller Rubber Co., by the Treasury Department. The overcharges were based on 1917 and 1918 payments. These statements were filed before Miller was acquired by Goodrich.

Government figures indicate that the rubber industry paid \$96,057 in taxes from the new Federal levy on tires and tubes. The new taxes, according to the treasury report, contributed more than 3 per cent of the July Federal income.

TIRES for



## HOT POINT TIRE REGROOVER

Price \$10.00 Complete with  
Two different width adjustable cutting blades  
Truck Tool \$3.50 Extra

FOX-GOODALE SUPPLY CO., Mfrs.  
1540 N. STREET LINCOLN, NEBR.  
Distributors and Agents Wanted.

## Why You Should Use the HOT POINT Regroover

1. Cuts SQUARE Groove Like Original.
2. Blades ADJUSTABLE—Cuts Depth Desired.
3. Heats DIRECT to Cutting Blade—Makes Easy Operation.
4. Cuts Any PATTERN—Curves, Angles and Straight Grooves.
5. Heater GUARANTEED Two Years.
6. Practically ELIMINATES Replacement of Blades.

ORDER TODAY—The First 10 Tires Sold  
Will Pay for It.



## DeWitt Operated Hotels

feature  
Rates Starting at  
\$2.50 Single

In CLEVELAND It's

## The HOLLENDEN

ELMER HOGREN, MGR.  
1050 Rooms, all with Bath  
4-Station Radio Speaker in Every Room

In COLUMBUS It's

## The NEIL HOUSE

TOM A. SABREY, MGR.  
650 Rooms, all with Bath

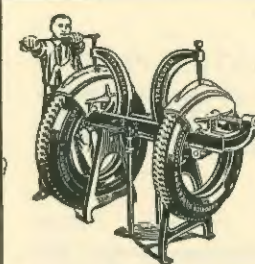
In AKRON It's

## The MAYFLOWER

C. J. FITZPATRICK, MGR.  
450 Rooms, all with Bath  
4-Station Radio Speaker in Every Room



SEPTEMBER, 1932



## Tyrwelder TIRE REPAIR EQUIPMENT

Assures excellent results. Cures under tremendous pressure, applying heat directly against raw repair, inside and outside. Increases business and profits.

Send for Catalog

THE AKRON TYRWELDER CO.  
Division of The Akron Equipment Co.  
AKRON OHIO

## LEUCO WHITE SIDE WALL CLEANER

LEUCO will clean and restore to original whiteness all dirty and discolored sidewalls. We have a fine proposition for jobbers, dealers and a good side line for every salesman calling on the automotive trade.

Send for a 2 oz. sample today.

D. B. M. CHEMICAL CO.  
2nd & Roslyn Rd. Mineola, N. Y.

## RETREADERS ATTENTION

We have large quantities casings and carcasses for retreading and rebuilding purposes ALL SIZES.

Get in touch with us for  
Our New Low Prices.

A. LOWENSTEIN  
110 Lillie St. Newark, N. J.

# FIRESTONE— and KWICK-KUT!

In the St. Louis area there are five Firestone Service Stores.

They are using five Kwick-Kut SENIOR Models and one MASTER Model.

Besides making EXTRA PROFITS on used tires they are making many additional dollars on REGROOVING work for the public and TRUCK FLEET OWNERS.

Many Firestone Service Stores throughout the country know the money making qualities of Kwick-Kut and the superiority of its construction and blades.

In many cases Kwick-Kut is earning its cost EACH and EVERY DAY. And that is a REAL INVESTMENT. No individual or chain operator can afford to pass up NEW INCOME like this.

Kwick-Kut comes in six different sizes. Priced from \$4.50 to \$30.00. There's a size and price for you. Send for illustrated catalog, NOW!

**Kwick-Kut Mfg. Co., Inc.**  
3826 Arsenal Street ST. LOUIS, MO.

... our first truck tires regrooved with Kwick-Kut have over 5,000 miles on them since regrooving and there are many thousands left as the pattern regrooves are still good.

Guarantee Service Co.,  
Steel Armored Automobile Service  
St. Louis, Mo.

## REMEMBER! Kwick-Kut

cuts ORIGINAL PATTERNS as well as STRAIGHT GROOVES. Six different sizes of finest steel blades at lowest prices.

## INDEX TO ADVERTISERS

<b>A</b>	
Akron-Tyrwelder Co.....	49
Akron-Williams .....	47
American Tire Alliance, The, Inc.....	39
<b>B</b>	
Box No. 125.....	45
Box No. 130.....	47
<b>C</b>	
Carlisle Tire & Rubber Co.....	3
<b>D</b>	
D.B.M. Chemical, Inc. ....	49
DeWitt Operated Hotels.....	49
<b>F</b>	
Federal Rubber Co., The.....Third Cover	
Firestone Tire & Rubber Co.....	12-13
Fox-Goodale Supply Co. ....	49
<b>G</b>	
Gewert Mfg. Co., The .....	47
General Tire & Rubber Co.....Front Cover and	33
Goodyear Tire & Rubber Co., Inc.....	6-7
<b>H</b>	
Haywood Tire Equipment Service.....	47
Heintz, James C., & Co.....	45
Hilyard-Newbold Co. ....	47
<b>K</b>	
Kelly-Springfield Tire Co.....	34-35
Kwick-Kut Mfg. Co., Inc.....	50
<b>L</b>	
Lee Tire & Rubber Co.....	10
Lowenstein, A. ....	49
<b>M</b>	
Marathon Rubber Co., Inc.....Rear Cover	
Miller Rubber Products Co., Inc.....Second Cover	
Mohawk Rubber Co. ....	43
<b>N</b>	
National Carbon Co., Inc.....	8-9
Norwalk Tire & Rubber Co., Inc.....	14
<b>P</b>	
Pharis Tire & Rubber Co., The.....	4
<b>S</b>	
Safety Vulcanizer Co.....	47
Schrader's Son, A., Inc.....	11
<b>T</b>	
Timken-Detroit Axle Co., The.....	41
<b>U</b>	
United States Rubber Co.....	26-27

Classified Advertising will be found on page 47

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# ....The MOST POPULAR and.... PROFITABLE FRANCHISE in the INDUSTRY



1—A Quality Line ♦ Every tire has a visible value

2—A different tread design for every type tire

3—Public acceptance

4—Exclusive territorial rights

5—Convenient Branch service

6—In a class by itself on profits

WRITE TODAY to Department 2.  
The Federal Rubber Company, Chicopee Falls, Mass.



## FEDERAL Extra Service

# THE PUBLIC KNOWS MARATHON means QUALITY

**M**ARATHON Tires are good tires to sell because the public knows they are good tires to buy.

Quality-seeking motorists have been buying Marathons for years because these modern, good-looking tires have proved themselves second to none in value and dependability.

And Marathon Tires *do* give extra mileage because they are built of selected materials, properly put together by veteran workmen, to insure a properly balanced tire.

That's why Marathons repeat. That's why it will pay you to investigate the Marathon protected-territory franchise.



## MARATHON TIRES AND TUBES

**Marathon Rubber Company, Inc., Akron, Ohio**

**FOR 20 YEARS MAKERS OF QUALITY TIRES AND TUBES**